

Sayı: 53654767-TİM.00.GSK.2020/118-02363

İstanbul, 05/10/2020

Konu: TİM Çin, Güneydoğu Asya ve Latin Amerika Fikri Mülkiyet Hakları Webinarı hk.

LATIN AMERICA CHINA IPR SOUTH-EAST ASIA
IPR SME HELPDESK SME HELPDESK IPR SME HELPDESK

An initiative of the

European
CommissionEuropean
IP Helpdesk**Dear Exporter,**

Turkish Exporters Assembly and International IP SME Helpdesks (initiatives by the European Commission)

cordially invite you to the event entitled,
“TURKISH SME’S IPR TRAINING PROGRAMME”**on October 15th 2020, Thursday
14.00 – 16.00 (CET) / 15.00 – 17.00 (Istanbul time)****Training:**

The training targets SMEs that are doing business with China, South-East Asia and Latin America or are planning to do so. Programme content which will be presented by trainers as follows:

- Introduction to the various types of IP (trademarks, copyrights, patents, trade secrets)
- The Chinese, South-east Asia and Latin-America IP landscape
- Strategies to prevent infringement
- Enforcement mechanisms
- Practical tips and do’s and don’t’s when attending trade fairs
- Case studies

PROGRAMME	
TIME	SESSION
15:00-15:15	Opening Speech by Turkish Exporters Assembly
15:15-16:15	IP training for Turkish SME’s Expert 1: Patrice Vidon (China and South-east Asia) Expert 2: Eli Salis (Latin America)
16:15-16:45	EU IP Helpdesk services Expert 3: Mustafa Cakır
16:45-17:00	Q&A Session

The webinar will be held only in English.**Translation will not be provided.****All participants must be registered through this link:****<https://register.gotowebinar.com/register/8410340770793110543>**