

## ***Navigating IP Challenges: Insights for Food SMEs Going Global***

**08.09.2023, 12.00 – 14.00, Hall 2, B38**

*Seminar programme*

Moderated by **Juris Lauznis**, IPR Helpdesk Ambassador in Latvia

<p><b>12.00 – 13.00</b></p>	<p>The significance of intellectual property (IP) protection for small and medium enterprises (SMEs) in the food sector expanding into third countries.</p> <p>IP laws, regulations, and enforcement practices of China, Southeast Asia, India, Latin America, and Africa.</p> <p>The role of IP protection in securing the unique recipes, manufacturing processes, packaging designs, and trademarks.</p> <p>Establishing a strong brand presence in challenging markets by protecting SMEs innovations from unauthorized use and infringement.</p>	<p><b>Nicolas Gutierrez</b>, IP Expert for India and Latin America IP SME Helpdesks</p> <p><b>Ester Olivas Caceres</b>, IP Expert for South-East Asia and China IP SME Helpdesks</p> <p><b>Maria Clara Ibáñez Fiorillo</b>, IP expert for Africa IP SME Helpdesk</p>
<p><b>13.00 – 13.15</b></p>	<p><i>Case Study – Latvian SME experience with IP protection</i></p>	<p><b>Lienīte Litavniece</b>, Chairman of board Safīra L Ltd.</p>
<p><b>13.15 – 13.30</b></p>	<p><i>Panel discussion</i></p>	<p><b>All experts</b></p> <p><b>Lienīte Litavniece</b>, Chairman of board Safīra L Ltd.</p> <p><b>Juris Lauznis</b>, IPR Helpdesk Ambassador in Latvia, Enterprise Europe Network Latvia, Latvian Technology Centre</p> <p><b>Mārtiņš Kokalis</b>, European Union Intellectual Property Office representative for Patent Office of the Republic of Latvia</p>