

***Decentralised Training Session  
for  
ENTERPRISE EUROPE NETWORK EXPERTS***

**Intellectual Property Management for SMEs**

***Heraklion, Greece  
Wednesday 13 May 2015***

**Venue: Foundation for Research and Technology – Hellas (FORTH)  
Organisers: PRAXI Network/FORTH, National Documentation Centre EKT**

**Description of the training:**

The training event is aiming to strengthen the knowledge of Enterprise Europe Network partners on Intellectual Property Management and Intellectual Property Rights. The training will focus on matters that SMEs have to deal with in a knowledge driven economy and the significance of IP as a business development tool.

**The training will be organized in three sessions:**

Session A: Introduction to Intellectual Property

Session B: Intellectual Property Management

Session C: Intellectual Property Support in Practice

**Target participants:**

The training is open to Enterprise Europe Network advisors who are interested in improving their skills and expertise in Intellectual Property management specially focused on SMEs. Participants will have the opportunity to enhance the level of support offered on SMEs which reach Enterprise Europe Network for IP issues and questions and learn more on added value IP services.

## Agenda

09.00– 09.30	<b>Registration &amp; Coffee</b>
09.30 – 09.45	<b>Welcome</b> <i>Constantine Vaitsas, EU IPR HelpDesk Ambassador for Greece, PRAXI Network</i>
	<b>Session A: Introduction to IP</b>
09.45 – 10.45	<b>Intellectual Property basics</b> <i>Rosario Gurrieri, European IPR Helpdesk</i>
10.45 – 11.45	<b>Protection of Intellectual/Industrial Property – Technological Information from Patents</b> <i>Paraskevi Gaganatsou, Head of Technological Information and Innovation Dissemination Department, Technological Information Directorate, Hellenic Industrial Property Organisation</i>
11.45 – 12.15	<b>Open and Hybrid Licensing Models for Technology incentive enterprises</b> <i>Dr Prodromos Tsiavos, Legal adviser of EKT, Senior research fellow at UCL</i> <i>A.Trachaliou, Legal Adviser, EKT</i>
12.15 – 12.30	<b>The IPR Helpdesk Ambassadors Scheme</b> <i>Despina Adamidou, EU IPR HelpDesk Ambassador for Greece, PRAXI Network</i>
12.30 – 13.30	<b>Lunch Break</b>
	<b>Session B: IP Management</b>
13.30 – 14.15	<b>How to manage IP</b> <i>Rosario Gurrieri, European IPR Helpdesk</i>
14.15 – 15.00	<b>Exploitation of IP</b> <i>Roberto d’Erme, IP Consultant</i>
15.00 - 15.30	<b>Drafting &amp; Negotiating Licensing Agreements (tba)</b>
15.30 – 15.45	<b>IP Valuation</b> <i>George Tzamtzis, PRAXI Network</i>
15.45 – 16.00	<b>Coffee Break</b>
	<b>Session C: IP support in practice</b>
16.00 – 16.30	<b>IP and innovation (How branding and IP protection can help innovation)</b> <i>Marco Gorini, Veneto Innovazione Spa</i>
16.30 – 16.45	<b>EEN added value IP services</b> <i>Maria Makridaki, PRAXI Network</i>
16.45 – 17.15	<b>Case study: How the Network supports SMEs</b> <i>EEN-Hellas’ win-win strategy for EU start-ups, Georgia Tzenou EKT</i>
17.15 – 17.45	<b>Questions and Answers</b>

## ORGANISATION DETAILS

**Organisers:**

PRAXI Network/FORTH and National Documentation Centre EKT, members of the Enterprise Europe Network – Hellas

The training event takes place within the decentralized training policy of the Enterprise Europe Network.

**Date:**

Wednesday 13 May 2015

**Venue:**

Foundation for Research and Technology – Hellas, (FORTH)  
Nikolaou Plastira 100, Vassilika Vouton  
Heraklion, Crete

**Getting there:**

Please have a look here: [http://www.forth.gr/index\\_main.php?c=83&l=e&s=&p=1&y=](http://www.forth.gr/index_main.php?c=83&l=e&s=&p=1&y=)

**Accommodation:**

We have managed to get special rates in the hotels shown on the table below. *Breakfast and taxes are included.*

**Contact details:**

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PRAXI Network/FORTH: [www.help-forward.gr](http://www.help-forward.gr), <http://www.forth.gr/>.

## Hotel List

Hotel name	Special price Single room (€)	Special price Double room (€)	Contact details	Comments
<b>GDM Megaron*****</b>	95	112	<a href="mailto:megaron@gdmegaron.com">megaron@gdmegaron.com</a> Tel: +30 2810 305300 9, Doukos Beaufort Str. <a href="http://www.gdmegaron.gr">www.gdmegaron.gr</a>	Reservation via email/phone – mention <b>FORTH</b>
<b>Aquila Atlantis*****</b>	71	85	<a href="mailto:reservations.at@aquilahotels.com">reservations.at@aquilahotels.com</a> Tel: +30 2810 229 103 2, Iglas Str. <a href="http://www.aquilahotels.com">www.aquilahotels.com</a>	Reservation via email/phone – mention <b>FORTH</b> or <a href="https://aquilaatlantishotel.reserve-online.net/?bkcode=150511&amp;checkin=2015-05-11">https://aquilaatlantishotel.reserve-online.net/?bkcode=150511&amp;checkin=2015-05-11</a> <b>Code:</b> 150511
<b>Lato Boutique***</b>	from 68.82	from 79,98	<a href="mailto:reservations@lato.gr">reservations@lato.gr</a> Tel.: +30 2810 228103 15, Epimenidou Str. <a href="http://www.lato.gr">www.lato.gr</a>	Reservation via email/phone – mention <b>FORTH</b> or <a href="https://www.lato.gr/bookingonline">https://www.lato.gr/bookingonline</a> <b>Promo Code:</b> FORTH
<b>Astoria Capsis****</b>	64	83	<a href="mailto:info@astoriacapsis.gr">info@astoriacapsis.gr</a> tel.: +30 2810 343080 Eleutherias Square <a href="http://www.capsishotels.gr">www.capsishotels.gr</a>	Reservation via email/phone – mention <b>FORTH</b>
<b>Marin Dream***</b>	52	65-72	<a href="mailto:reservations@marinhotel.gr">reservations@marinhotel.gr</a> Tel.: +30 2810 300018 12, Doukos Beaufort Str. <a href="http://www.marinhotel.gr">http://www.marinhotel.gr</a>	Reservation via email/phone – mention <b>FORTH</b>