

Event:

Intellectual Property as a driver for economic development and exports:
the importance of IPR registration and its protection online and offline

12|11|25

Event location:
«Panagiotis Papadopoulos» Room
Chamber of Small & Medium Sized
Industries of Thessaloniki
(Aristotelous 27, Thessaloniki)

Start time: 15:00

Participation Form 1:1 meetings between attendants and Alibaba International will be available upon request.

Moderator: Dr. George Asimopoulos, Head of OBI’s Regional Office in Thessaloniki

Event program:

15.00 - 15.30	Registration
15.30 - 16.00	Welcome remarks • Prof. Ioannis Katsogiannis, Member of OBI’s Administrative Council, President of the Hellenic Intellectual Property Academy • Marios Papadopoulos, President, Chamber of Small & Medium Sized Industries of Thessaloniki • Konstantinos Moraitidis, A’ Vice-President, Thessaloniki Chamber of Commerce and Industry • Simeon Diamantidis, President, Greek Exporters Association - SEVE • Jose Antonio Moreno Campos, Director at Global Intellectual Property Rights Enforcement Team, Alibaba International
First session: “The importance of protecting intangible assets through Intellectual Property Rights”	
16.00 - 16.30	“The positive impact of Intellectual Property for economy and society” • Dimitrios Stafylas, Director of Search, OBI
16.30 - 17.15	Round table: “How Greek SMEs can benefit from filing IPRs” <i>Moderator:</i> Uioulli Papapostolou, Director of Technological Information, Head of Innovation Agency, OBI • Elisavet Karagiampi, Team Lead SME Fund – SME Supportive Initiatives, Business Development Department, EUIPO (tbc) • Marianthi Fragopoulou, CEO, HERADO • Peter Kalpakidis, President, Thessaloniki Jewelers Association
17.15 - 17.30	Coffee break
Second session: “The importance of enforcing your Intellectual Property Rights”	
17.30 - 18.15	Round table: “Public-private collaboration in enforcing your IP rights” <i>Moderator:</i> Anika Scharlock, Senior Manager at Global Intellectual Property Rights Enforcement Team, Alibaba International • Spyridon Peristeris, Director, Interagency for Market Control Unit (DI.M.E.A), Ministry of Development • Georgios Cholidis, Head, Economic Crime Police, Sub-Directorate of Northern Greece • George Perivolaris, IP Lawyer, DESS, Bags SORENA Handmade
18.15 - 18.45	“The importance of enforcement in the digital world: the Alibaba IP Protection Policy” • Jose Antonio Moreno Campos, Director at Global Intellectual Property Rights Enforcement Team, Alibaba International
Third session: “Entering the Chinese market through e-commerce platfom”	
18.45 – 19.30	“How to export your goods to China, by using Tmall” • Kristina Hui, from Tmall
19.30 – 19.45	“Promoting Greek products and services in the Far East through online platforms” • Simeon Diamantidis, SEVE
19.45 – 20.00	Closing remarks
20.00 – 21.00	Networking cocktail