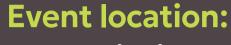




Event:

Intellectual Property as a driver for economic development and exports:

the importance of IPR registration and its protection online and offline



12 11 25

«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. loannis 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

Moderator: Uioulli Papapostolou, Director of Technological Information, Head of Innovation Agency, OBI

Round table: "How Greek SMEs can benefit from filing IPRs"

• Elisavet Karagiampi, Team Lead SME Fund – SME Supportive Initiatives,

Business Development Department, EUIPO (tbc)

• Peter Kalpakidis, President, Thessaloniki Jewelers Association

• Marianthi Fragopoulou, CEO, HERADO

Coffee break 17.15 - 17.30

16.30 - 17.15

17.30 - 18.15

19.30 - 19.45

19.45 - 20.00

Second session: "The importance of enforcing your Intellectual Property Rights"

Moderator: Anika Scharlock, Senior Manager at Global Intellectual

Round table: "Public-private collaboration in enforcing your IP rights"

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

"Promoting Greek products and services in the Far East

• Simeon Diamantidis, SEVE

through online platforms"

Closing remarks

20.00 - 21.00 **Networking cocktail**





