

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>