



SINGLE MARKET FORUM 2014

INTELLECTUAL PROPERTY INFRASTRUCTURE FOR SMALL AND MEDIUM ENTERPRISES:
THE BUSINESSES' PERSPECTIVE

Milan, 29 January 2015

Workshop: "Intellectual Property Infrastructure for Small and Medium-sized Enterprises: the business' perspective"

Palazzo Turati, Via Meravigli 9/b, 20123 Milan (Italy)

January 29, 2015

DRAFT AGENDA

8h30 – 9h15	Registration
9h15 – 9h30	Opening workshop – IPRs and Innovative Small and Medium-sized Enterprises (SMEs)
	<ul style="list-style-type: none"> • Roberto Calugi, Representative of the Milan Chamber of Commerce – welcome speech (to be confirmed) • Francesco Morgia, Representative of the Italian Ministry of Economic Development – Italian Patent and Trademark Office (DGLC-UIBM) – <i>“IPR incentives for innovative SMEs in Italy”</i> • Kerstin Jorna, Director at DG GROWTH directorate "Industrial Property, Innovation & Standards" –Introduction to the issues to be discussed
9h30 – 11h00	Thematic Session 1 - IPR challenges and opportunities for innovative SMEs – the business' perspective
	<p>Moderator: Claudio Bergonzi, Segretario generale, INDICAM</p> <ul style="list-style-type: none"> • Daniela Bellomo, Managing Director of TTFactor Srl (technology transfer company of the European Institute of Oncology). Intervention [subject to be provided]. • Gianpiero Lotito, CEO of FacilityLive (start-up in the field of search engine). Intervention [subject to be provided]. • Marco Paolizzi, IP counsellor at KRONA KOBLENZ S.p.A. (manufacturing SMEs in the sector of sliding and hinged doors). Intervention "In-house IP services for SMEs, present and future patent system" • Prof. Alessandro Sannino, Spinoff University of Salento. Intervention [subject to be provided]. • Francesco Macchetta, Director Intellectual Property, Bracco Imaging SpA and

	member of BusinessEurope's patents working group. Intervention "the Unitary Patent Protection (UPP): challenges and opportunities for SMEs"
11h00 – 11h15	Coffee Break
11h15 - 13h00	Thematic Session 2 - IP services: how can IP supporting service providers and public authorities support innovative and creative SMEs?
	<p>Moderator: Roberto Sandrini, Industrial Property/Intellectual Assets services for SMEs expert</p> <ul style="list-style-type: none"> • Dott.ssa Sonia Basso [to be confirmed] Representative Camera di Commercio di Milano. Intervention "<i>Public intervention to support innovative SMEs</i>" • Dott. Carlo Corti, Rappresentative of Regione Lombardia [to be confirmed]. Intervention "<i>Public intervention to support innovative SMEs</i>". • Luis Gosalbez, Metricson (law firm specialized in technology and internet, legal advice for startups). Intervention "<i>Conflict between trademarks and domain names</i>". • Maria Pia Miani, CNA Interpreta (consultancy company). Intervention "<i>Strategies of IP protection for SMEs</i>". • Jelena Zelincevic, University of Montenegro and Attorney at Law and IP Agent. Intervention "<i>IPR reflections on development in South-East Europe: difficulties for SMEs to develop innovative products</i>".
13h00 – 14h15	Buffet Lunch
14h15 to 15h45	Thematic Session 3 – Collaboration between SMEs and IP supporting service providers: real cases
	<p>Moderator: Marco Gorini, Head of Innovation and Technology Advisory Services, Veneto Innovazione, Enterprise Europe Network North East Italy</p> <ul style="list-style-type: none"> • Gianluca Valenti, Owner of Valenti Energie s.r.l (Implementation of cross-industry technologies for energy efficiency improvement). Intervention [subject to be provided]. • Ilaria Bonetti, Project Manager at Innovhub SSI. Intervention "<i>Patent valorisation services for SMEs</i>". • Diego Pallini, Managing partner Notarbartoli & Gervasi - IP consultancy for FAST. Intervention "<i>Positive aspects and difficulties encountered by innovative SMEs</i>". • Case History FAST – [Intervention and speaker to be provided]. • Frants Christensen, E-stocking project coordinator. Intervention "<i>Experiences of an European IPR Helpdesk user</i> "

15h45 – 16h00	Coffee Break
16h00 – 16h45	Round table: Challenges and lessons for IP policy makers
	<ul style="list-style-type: none"> • Kerstin Jorna, Director at DG GROWTH directorate "Industrial Property, Innovation & Standards". • Simona Marzetti, Representative of the Italian Ministry of Economic Development – Italian Patent and Trademark Office (DGLC-UIBM) • On. Patrizia Toia, Member of the European Parliament - Group of the Progressive Alliance of Socialists and Democrats, Vice-Chair of ITRE Committee on Industry, Research and Energy. • Representative of Confindustria (speaker to be confirmed)