

INNOVATIVE ENTREPRENEURSHIP IN LATIN AMERICA

Intellectual property and start-up opportunities

Date: Thursday 13th of February 2020

Venue: Politických Věžeňů 20, Ministry of Industry
and Trade

Are you interested in Latin American markets and innovation? Do you face IP challenges or seek support for your company upon entering the markets? Then save the date for the upcoming event.

The Ministry of Industry and Trade invites you to an interactive seminar focused on promoting successful entry of Czech innovative entrepreneurs to Latin American countries. The key topics will be the specifics of intellectual property rights in the region and the start-up support in selected countries.

The Ministry has the honour to welcome an officer at the Latin America IP SME Helpdesk who will cover local particularities (registration differences), trademarks registration process, patents and copyrights duration and case studies.

Overview of programs of support for start-ups in Argentina, Brazil, Chile or Mexico will be provided by LatAm Commercial Officers.

Programme

- 12:30 – 13:00 Registration
- 13:00 – 13:10 Opening speech
- PART 1** Intellectual Property Rights in Latin America
- 13:10 – 14:10 The Latin America IPR SME Helpdesk
- 14:10 – 14:30 Discussion
- 14:30 – 14:45 Coffee Break + Networking
- PART 2** Start-ups ecosystem in Latin-American region
- 14:45 – 15:00 Embassy of Chile
- 15:00 – 15:15 Embassy of Mexico
- 15:15 – 15:30 Embassy of Brazil
- 15:30 – 15:40 Embassy of Argentina
- 15:40 – 16:00 other institutions
- 16:00 – 16:30 Discussion + Closing remarks

Keynote speaker: Giovanna Girardi (Latin America IPR SME Helpdesk), a lawyer specialised in business law, intellectual property and data protection helping entrepreneurs to build strategies to protect their designs, patents and trademarks and profit from them.

The program may be subject to change. The event is free of charge and will be held in English.

Please [register](#) until February 11th. Only registered participants will be allowed to this event.

For more information contact jenickovam@mpo.cz or slovakova@mpo.cz.

LATIN AMERICA
IPR SME HELPDESK