

## ***Navigating IP Challenges: Insights for Food SMEs Going Global***

**08.09.2023, 12.00–14.00**

*Seminar programme*

<b>12.00</b>	The significance of intellectual property (IP) protection for small and medium enterprises (SMEs) in the food sector expanding into third countries.	<b>Nicolas Gutierrez</b> , IP Expert for India and Latin America, China-IPR Helpdesk, European Commission
<b>12.20</b>	The role of IP protection in securing the unique recipes, manufacturing processes, packaging designs, and trademarks. IP laws, regulations, and enforcement practices of China, Southeast Asia, India, Latin America, and Africa.	<b>Ester Olivas Caceres</b> , IP Expert for China and South-East Asia, China-IPR Helpdesk, European Commission
<b>12.40</b>	Establishing a strong brand presence in challenging markets by protecting SMEs innovations from unauthorized use and infringement.	<b>Maria Clara Ibáñez Fiorillo</b> , IP expert for Africa, China-IPR Helpdesk, European Commission
<b>13.00</b>	<i>Case Study and discussion panel: Latvian experience with IP protection</i>	<b>Lienīte Litavniece</b> , Chairman of board Safīra L Ltd. <b>Juris Lauznis</b> , IPR Ambassador, Enterprise Europe Network