Registration

Register for this webinar here

Event details

Event type: Webinar
Date: 01st of February 2019
Time: 09: 30 – 10:30 CET
Location: Your own computer
Admission: No charge
Language: English
Eligibility: Small and Medium – sized enterprises (less than 250 employees) or SME intermediary associations from the COSME countries only.

Event description:

Protecting your Intellectual Property is instrumental in establishing your business in a new market. Whereas copyrights, patents and trademarks are usually well known, the protection of trade secrets is very often neglected, even though trade secrets are a valuable and useful way to protect a company's competitive advantage on the Chinese market. A recent EUIPO study indeed confirms the widespread use of trade secrets by EU companies to protect their innovations but experience reveals that most organizations lack a trade secret protection culture which is a must to prevent and fight back against trade secret theft. Effective trade secrets protection will require companies to prove that they took reasonable steps to keep their crown jewels secret. Failing to do so simply deprives a company from its ability to enforce its trade secrets rights. Implementing a trade secrets protection action plan is therefore a must for any innovative business active in China.

The China IPR SME Helpdesk in collaboration with AWEX, Kaunas Chamber of Commerce, Republican Confederation of Entrepreneurship and the Istanbul Chamber of Industry are organizing a one – hour webinar presentation entitled '**Doing business in China and the importance of trade secrets'**
During the webinar you can expect:

- What exactly is a trade secret? And how are trade secrets relevant for their business?
- What should SMEs do in order to protect their trade secrets when doing business in or with China?
- What SMEs can do in case of infringement?
- Case studies involving European SMEs
- Key takeaways

This is a free web – based presentation, followed by a 15 minutes Q&A session on Friday, the 01st of February 2018 at 09:30 CET. Get valuable insights from our experts, and ask questions live throughout the webinar!

Agenda

09:30 – 09:35 Welcome and introduction by the China IPR SME Helpdesk team

09:35 – 10: 15 Presentation by the China IPR SME Helpdesk's expert, Mr Valentin de le Court

10:15 – 10:30 Q&A session

Expert bio

Valentin de le Court is a Belgian qualified lawyer with more than twelve years of experience in the intellectual property field, including four years of practice in China. His area of expertise covers contentious and non-contentious IP matters relating to patents and trademarks, trade secrets protection and management, with a strong focus on China related IP strategies and technology transfer. Over the past years Valentin has assisted European MNCs and SMEs active in a wide range of sectors (semiconductors, automotive, mobile gaming, oil & gas, digital communication, F&B, fashion, medical device and design) with their China related IP issues. Today he co-heads the IP/IT team and leads the China IP Desk at DALDEWOLF, a full-service Belgian business law firm. Valentin is fluent in French, Dutch and English.

About webinars

A webinar is a virtual web-based seminar which you can join from the comfort and convenience of your own office or home. Attending webinars can save you time and money, while still delivering key information and allowing for speaker-attendee interaction.

Please see our short 2-page Quick Start guide here for more information on Helpdesk Webinars, how they can help your business, and the simple registration process.

About the China IPR SME Helpdesk

The China IPR SME Helpdesk provides free information, first-line advice and training to SMEs to protect and enforce their IPR in China. The Helpdesk's services are free to European SMEs and SME intermediaries (including EU embassies) and include training events in China and Europe; online tools and materials at http://www.ipr-hub.eu and tailored advice from our experts by phone, Email or through the website.

Doing business with China and the importance of trade secrets



CHINA IPR
SME HELPDESK

An initiative of the European Commission

In partnership with:

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