09/19/2024 Events

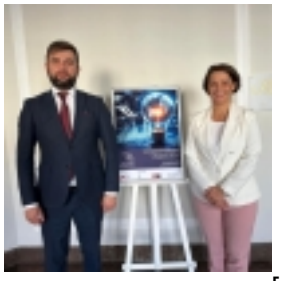
The Director General of the State Agency on Intellectual Property (AGEPI), Eugeniu Rusu, participated on September 18, 2024, in the *International Conference on IP Strategy for SMEs in a Competitive Market*, held in Warsaw, Poland. The event was organized by the Polish Patent Office in partnership with the World Intellectual Property Organization (WIPO), the European Patent Office (EPO) and the European Union Intellectual Property Office (EUIPO).

The event brought together senior level representatives of national intellectual property offices, as well as international and regional organizations, to discuss how SMEs can build and implement intellectual property strategies to strengthen their position in the market.

During the conference, key topics were addressed such as the creation and management of an effective portfolio of intellectual property objects for SMEs, measures to protect innovations, as well as strategies for their commercial exploitation. It also emphasized the benefits of cooperation of SMEs with academia, as well as the importance of partnerships with research institutions to facilitate technology and knowledge transfer.

The event highlighted the importance of intellectual property protection in a globalized economy, with SMEs encouraged to optimize their resources and use available tools to protect their innovations so that they are better prepared for the challenges of a dynamic and ever-changing market.

The participation of the Director General of AGEPI in this event was a significant opportunity for establishing collaborative relationships with his counterparts in Poland and other participating countries, as well as for the exchange of best practices and information related to the implementation of intellectual property strategies at the international level.


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