



D5.10 Export Promotion Programme and Material

WP5 – Supporting Services to Beneficiaries

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List of Abbreviations

#100PARSEC	1 st Open Call
#15PARSEC	2 nd Open Call
AVAESEN	Valencian Cluster of Energy Industries)
B2B	Business to Business
B2C	Business to Customer
EO	Earth Observation
COSME	EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises
IP Helpdesk	Intellectual Property Helpdesk of the European Commission
IPR	Intellectual Property Rights
ICC	International Chamber of Commerce
LoI	Letter of Intent
MoU	Memorandum of Understanding
NDA	Non-Disclosure Agreement
R&D	Research and Development
SMEs	Small & Medium Enterprises
VC	Venture Capital

Executive Summary

This report documents the T5.6 Export promotion activities, which are the tools used to design the proposed capacity building webinars, online conferences, and events offered to 2nd stage beneficiaries and partially to the whole PARSEC Ecosystem. These activities were designed based on previously identified specific needs aiming to make the beneficiaries investor-ready. The overarching goal in this deliverable is to provide knowledge through a capacity building effort dedicated to beneficiaries to export their products or services.

The document's structure reflects the main components of the export promotion activities:

1. Beneficiaries export promotion readiness evaluation
 - a. Conducting the survey, followed by
 - b. One-on-one meetings with the consortia
 - c. Identification of the beneficiaries' needs, weaknesses, and strengths for capacity building content development
2. Capacity building activities outline
 - a. Legal module
 - i. Legal aspects in internationalisation activities – customized legal training
 - ii. Intellectual Property Rights (IPR) – webinars introducing the topic, followed by regional focused sessions dedicated to selected regions of the world
 - b. Economic module
 - i. Introduction to export activities – workshop by International Chamber of Commerce (ICC), giving the beneficiaries insight into good export practices
 - ii. Market partnership abroad webinar organized by one of the PARSEC consortium members, Evenflow, to provide practical tips to SMEs willing to export
 - iii. Export success stories – meetings with European Small & Medium Enterprises (SMEs) which managed to successfully export their Earth Observation (EO) products and services
 - c. Collaboration with other projects – complementing the training offered internally, PARSEC experts will continue identifying and sharing relevant external training for beneficiaries to exploit additional opportunities
3. The way forward – actions planned for the last two to three months of the project, targeting individual customized support

At the moment of the submission of this report, the evaluation of consortia' readiness and creation of the programme has been finalised. Regarding the training programme, only a few of the sessions have already been held (as described in the following sections).

1 Introduction

SMEs have a particular difficulty to conduct export activities when the customers are governments or businesses due to their little export experience or knowledge. PARSEC is aware of this knowledge gap in export activities and that is why, the goal of the T5.6 Export promotion is to provide support to the PARSEC beneficiaries through business training to make them export-ready. These capacity building trainings aim to provide all the relevant knowledge of the export sector and of building a market ready product. It also strives to give the beneficiaries the understanding of who their customers are and learn how to face export challenges and risks.

PARSEC developed a series of trainings and activities divided in economic and legal topics to provide access to knowledge to PARSEC beneficiaries. These series of trainings and activities are provided by practitioners and experts in the industry field as well as involve the export services devised by the European Commission. These activities aim to provide PARSEC beneficiaries with the missing knowledge whilst making them investor and export ready. As a result, beneficiaries will acquire the core tools to advance from a business idea to a market and/or VC (Venture Capital)-ready value proposition and will be prepared for export incursion.

This report documents the activities organised under this access-to-knowledge goal describing each step as follows:

1. PARSEC Export Readiness evaluation of the beneficiaries, and its methodology
2. Analysis of the data of the evaluation
3. Overview of in-depth interviews with beneficiaries complementing the Export Readiness evaluation data
4. Description of economic and legal capacity building trainings and activities
5. The way forward envisaged for the last six months of the PARSEC project

It is important to emphasize that the two modules (legal and economic) delivered within the task T5.6 Export Promotion are part of holistic support services provided to the second stage beneficiaries. In the spring of 2021, beneficiaries will follow four modules of training:

1. Legal Module
2. Economic Module
3. Promotions Module
4. Events-pitching opportunity and integration into EO sector

This report covers only the training first two modules which are part of the Export Promotion activities. The remaining modules will be covered in the deliverable D5.11 Report on training programme for the second stage beneficiaries (M30).

2 Export readiness evaluation

In the SMEs' efforts to pursue their internationalisation activities, it is paramount to assess the beneficiaries' readiness to enter the international market. To do so, PARSEC conducted an Export Readiness evaluation through a survey called PARSEC Export Readiness Survey to gauge the readiness of PARSEC beneficiaries to address international markets. The collected information helped us to shape the export promotion roadmap. The methodology used for the evaluation is detailed in the next section.

2.1 Survey methodology

The PARSEC Export Readiness Survey is based on the Uppsala Model¹ as it is the most widely adopted approach to determine export readiness and the process of internationalisation of companies. The questions determine the behavioural approach and knowledge of the beneficiaries in the field of international business. The structure of this evaluation is further explained in the next section.

2.2 Survey structure

The PARSEC evaluation's structure is divided in 4 sections:²

I Exposure to stimuli, which evaluates the international exposure of the beneficiaries;

II Motivation and action in the SMEs' aims, which evaluates the attitudinal and psychological commitment of the beneficiaries;

III Company's resources level in R&D, management, network, which evaluates the human and capital resources

IV Preventive factors and behaviour, which identifies the company's stopovers or weaknesses to export.

There was a total of nine questions from which two to three questions were placed under these sections. All questions were multiple choice using a five Points Likert Scale (as visible in **Figure 2.1**). The questions of this survey are shown in the list below. It is important to note that the survey was aimed to be answered by each of the beneficiaries of the 2nd Open Call (#15PARSEC) consortia as an entity (composed of several companies) and not to evaluate individual beneficiaries (individual companies). In that way, the survey could evaluate the export readiness of a whole consortium. This instruction was provided beforehand to the beneficiaries in the survey.

I. Exposure to stimuli

Question 1: The consortium sees growth opportunities through product/service exporting outside their country of origin.

Question 2: The consortium's level of experience is high for entering a foreign market.

II. Motivation and action in the company (attitudinal and psychological commitment)

Question 3: The consortium is interested in having a link to potential resellers from the targeted local market.

Question 4: The consortium is aware of the financial, IPR, and other risks related to export activities.

III. Company's resources level in R&D, management, network

Question 5: The consortium has decision-makers who are internationally-oriented.

Question 6: The consortium has experience in its market of origin.

¹ Swedish researchers Johanson and Wiedersheim-Paul, 1975; Johanson and Vahlne, 1977 from Uppsala University are the founders of the Uppsala Model explaining the sequential steps in the direction of internationalisation focused on Swedish companies.

² Tan, Alvin and Brewer, Paul and Liesch, Peter (2008) Constructing an Internationalisation Readiness Index. In: Proceedings of AIB 2008 Annual Meeting : Knowledge Development and Exchange in International Business Networks, June 30- July 3, 2008, Università Bocconi, Milan, at <https://www.researchgate.net/publication/42778327>

Question 7: The consortium has successful track records of sales out of the domestic market.

IV. Preventive factors and behaviour

Question 8: The consortium lacks the appropriate knowledge and experience to be involved in export activities.

Question 9: The consortium counts with adequate infrastructure to facilitate online sales.

The consortium has decision-makers who are internationally-oriented. *

1 2 3 4 5

1= Strongly disagree to 5=Strongly agree

The consortium has experience in its market of origin. *

1 2 3 4 5

1= Strongly disagree to 5=Strongly agree

Figure 2.1 Example of the PARSEC Export Readiness Survey

The results of the PARSEC survey are explained in the next section to provide more context for the rationale of the capacity building and export activities.

2.3 Survey results

All beneficiaries answered the survey which received in total 16 responses (some beneficiaries answered individually in addition to the consortium responses) to determine the level of readiness. Using the Likert Scale (as visible in **Figure 2.1**) 8 questions had a maximum value of 5 points. 1 question had a reverse scoring, meaning its numerical score scale ran in the opposite direction. The maximal score was 41 points.

Only 1 consortium scored 39, while 2 other consortia scored high with 38 points. The rest of the beneficiaries were placed from 36 to the lowest rating of 25 points. To get a high score, the consortium should have a rating between 70% and 75% based on the Likert Scale. The distribution of results is presented in **Figure 2.3**.

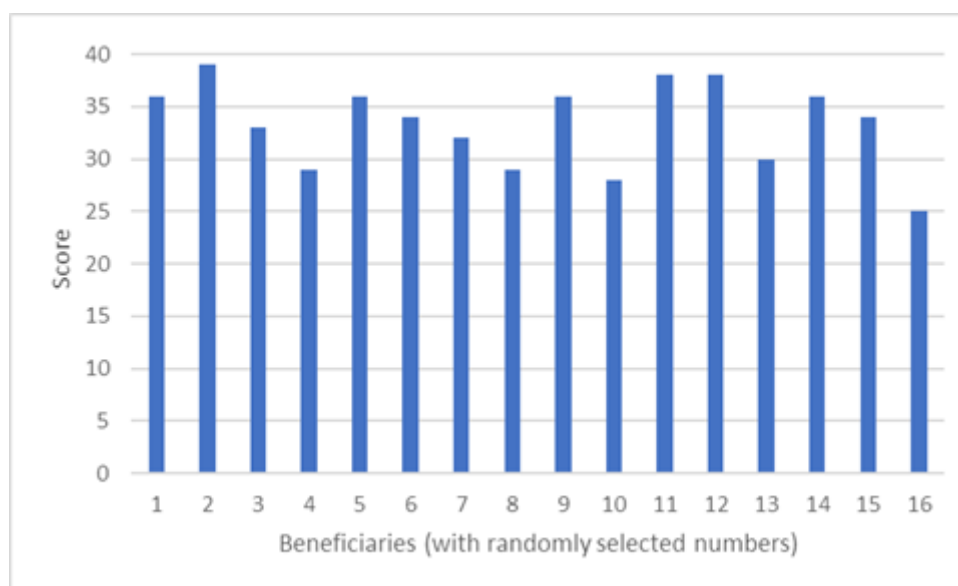


Figure 2.2 Evaluation scores among beneficiaries.

To present an overview of the results, in general, all consortia are interested in internationalisation activities and have had some exposure to export activities. However, 56% have a medium or low level of experience. Regarding the knowledge of activities and risks in export, only 25% are aware of the risks, meaning the remaining 75% have a lack of knowledge of the risks associated with exports. In addition, 55% have little knowledge of good practices in export, such as partnerships abroad. Some believe their business model does not need them or had not thought about such option.

On the other hand, regarding experience in their field and capacity building, 75% are experienced in their sector and 49% have been successfully selling abroad. However, the main challenge arises when the beneficiaries choose a new shape of partnership, *i.e.*, joint venture, consortium or other. In such cases, the knowledge of the appropriate export strategies for a group seems to be weak.

Overall, it can be said that 43% are not ready to export based on their current knowledge, SME structure and skills. Moreover, 62% show a lack of infrastructure for online sales, which would facilitate the international sales, especially during the times when travel is restricted. The table below shows the average score per question of the survey and its interpretation.

Section	Q	Average score [%]	Interpretation
I International exposure (stimuli factors)	1	100%	SMEs show interest and have been exposed to high export stimuli
	2	56%	Medium & low level of experience
II Motivation and action in the company (attitudinal and psychological commitment)	3	55%	They are moderately interested in partnerships within the targeted market
	4	25%	Few are aware of the risks, 75% are not aware of them
III Firm's resources level in R&D, management, network	5	81%	Internationally oriented decision makers
	6	75%	They are experienced and know their sector
	7	49%	Successful sales abroad are low
IV Preventive factors and behaviour	8	43%	They are not ready to export
	9	62%	Lack of infrastructure for online sales

Table 2.1 Average score per question

For the sake of transparency, the following section provides an overview of the beneficiaries' common weaknesses, strengths and a summary of identified markets abroad.

2.3.1 Weaknesses

First, the lack of knowledge and awareness of the risks related to the export activities remain a common weakness of all consortia. For example, legal risks are not commonly known, such as the protection of their invention or the types of legal partnerships they can have while partnering abroad. Similarly, the choice of type of contract to be developed while selling to customers outside the EU could become a problematic aspect for consortia. Secondly, there is little knowledge of the economic strategy and market entries strategy formulation when exporting their service or product.

2.3.2 Strengths

In contrast, there are common strengths of the beneficiaries that should be enhanced. Generally, all of them have had some previous experience in export activities, either by doing it on their own or by having taken part in an export activity selling their product or service abroad together with others. In addition, consortia share a strong willingness to pursue internationalisation activities despite their lack of knowledge or skills.

2.3.3 Meetings with beneficiaries

PARSEC experts presented the results of the survey described previously during one to one meeting sessions with beneficiaries. These feedback sessions with all the members of a consortium were held from November 2020 to February 2021 and each lasted about an hour. It is important to note that due to the early stage of development of the majority of the #15PARSEC solutions, not all of them were keen schedule a meeting, as they were not ready to address the questions regarding their export plan. At that stage of the acceleration programme, some consortia preferred instead to focus on the technical readiness of their solutions. Despite these difficulties, the PARSEC team could schedule video calls with half of the consortia.

The meetings also served as an opportunity to discover specific needs and any expectations for their future internationalisation activities. At this stage, the beneficiaries presented their requests mainly for access to knowledge on legal and export topics in their targeted markets as presented in the following section.

2.3.4 Identification of potential markets to export

At the time of the survey, approximately half of the consortia had identified a target export country, while others had identified only a broader region (*e.g.* Asia). The capacity building activities on the protection of intellectual property rights and the economic module trainings were therefore developed, focusing on these specific markets targeted by the consortia.

To provide an insight, this is the list of the countries at least one beneficiary expressed their interest in:

Potential markets identified by SMEs	
Continent/region	Country
ASIA	<ul style="list-style-type: none"> • Vietnam • Indonesia • Thailand • Malaysia
EUROPE	<ul style="list-style-type: none"> • Spain

	<ul style="list-style-type: none"> • Germany • Austria • Turkey • Norway • UK • Iceland
LATIN AMERICA	<ul style="list-style-type: none"> • Brazil • Argentina • Chile • Mexico
NORTH AMERICA	<ul style="list-style-type: none"> • USA

Table 2.2 List of targeted markets by PARSEC consortia

The next section explains the development of the capacity building content based on the information gathered above.

3 Capacity building activities

The PARSEC set of capacity building activities in the form of webinars and online workshops is organised in 2 modules: legal and economic. Material is provided to the beneficiaries after each training. All trainings are recorded in order to be accessible to the beneficiaries at any moment. The experts remain accessible for any individual questions consortia members might have in the future. All the trainings are announced at least 2 weeks in advance to give the beneficiaries time to prepare.

The following subsections present the content of the legal module, following by the economic module.

3.1 Legal module

Specific characteristics of each country and industrial sector play a critical role in internationalisation activities. While each country has different regulations with different aspects to consider, there are common or core areas that an SME needs to take into consideration. This specifically was a challenge in the elaboration of the trainings' content, due to the diversity of laws. However, the experts identified key regulatory aspects and tailored a syllabus based on the existing knowledge of the beneficiaries and their expectations as presented in the previous chapter on the export readiness evaluation. 4 legal capacity building trainings were developed. Each of them comes with a syllabus including all the key topics provided beforehand to the beneficiaries. Annex 1 presents the courses' roadmap that was already shared with beneficiaries aiming to encourage their assistance.

3.1.1 Legal aspects in internationalisation activities

The goal of this webinar is to provide to the PARSEC beneficiaries with training and assistance with their export activities by raising awareness of legal issues which can arise during their efforts of selling or exporting EO products or services. The webinar content includes the contract law, legal partnerships, data protection, procurement law and tender preparation for consortia in EU funding projects.

The webinar consists of three one hour sessions conducted by the law firm BHO-Legal³. The company specialises in contract law, space law, data protection, geoinformation and EU law, therefore, fitting well the needs of the PARSEC beneficiaries. Training material will complement the webinar and a recording of the training will be available after the session. The content overview of this training is as follows:

Part I: Legal options for collaboration

Presenting and discussing the various approaches and legal arrangements for EO SMEs to work together (i.e. Non-Disclosure Agreement (NDA), Letter of Intent (LoI), Memorandum of Understanding (MoU), Cooperation Agreement, Consortium Agreement, Prime/Subcontractor, Distribution Agreement, Sales Agent Agreement, Joint Venture, Merger & Acquisition)

Part II: Selling to clients

Legal issues to consider when selling products and services (i.e. participating in public tenders, making offers to commercial clients, product and service description, local agents, trade secrets)

Part III: Legal conditions for Your product or service

Discussion on the use of the term “product”, data license, service contract, service level agreement, general terms and conditions, selling through the cloud.

Following this introductory webinar, two additional webinars are planned focusing specifically on the IPR of a technological product or service in the regions of Latin America and Asia. Section 3.1.2 presents these trainings.

3.1.2 Intellectual property rights (IPR)– Europe, Latin America and Asia

Protection of the IPR is one of the key elements to take into consideration while pursuing internationalisation activities. For this purpose, PARSEC offers a series of three webinars aiming to raise awareness on the topic and assist beneficiaries in their geographic areas of interest based on the PARSEC evaluation as explained in the section 2.3.3. These webinars are provided by the European Commission’s IP Helpdesk⁴ free-of-charge support.

3.1.2.1 IPR in Europe

To balance out the level of knowledge at the starting point of the training, first a pre-recorded webinar was shared with the beneficiaries. It served as an introduction to the first live webinar, which was proposed by the IP Helpdesk - a webinar dedicated to IPR in European Projects. The main goal of this webinar was to introduce the topic to the beneficiaries ranging from awareness to strategic use. This webinar was held in November 2020.

³ <https://www.bho-legal.com/en/about-us/>

⁴ <https://www.iprhelpdesk.eu/home>

3.1.2.2 IP regional webinars: Latin America and Asia

The regional webinars have both the same structure but are focused on different countries. The webinar provided by IP Helpdesk based in Asia covers an introduction of Vietnam, Thailand, Philippines, China, and Indonesia. The IP Latin-American webinar focuses on Chile, Argentina, Brazil, and Mexico. These webinars will be a continuation and broadening of the knowledge gained during the previous webinars described in the section above.

For further information, the content overview of these trainings is as follows:

- Services provided by EU initiatives that support SMEs in the region;
- Indications on when and how the IP is relevant to your business;
- Main steps and particularities to protect your trademarks, inventions and creations locally;
- Updated information on the registration proceedings;
- Various case studies involving EU SMEs experiencing and overcoming issues with IP protection in the region;
- Tips to succeed abroad;
- Tailor-made assistance to queries.

Once the legal basis has been introduced to the beneficiaries, the economic module is the second part of the capacity building trainings introducing the core topics of the market export activities. These trainings are explained in the next section.

3.2 Economic module

These trainings complement the legal module by providing a focus on the economic aspects of the export activities. Overall, the following webinars aim to guide beneficiaries throughout the process of market development abroad and, if needed, to help them adjust their going-international plan. Similar to the legal module, a booklet with the syllabus will be prepared and submitted to the beneficiaries beforehand (after the submission of this deliverable). All the trainings are announced the latest 2 weeks in advance to the beneficiaries.

3.2.1 Introduction to export activities

This webinar aims to provide an overview to the beneficiaries of the main market elements to take into consideration while going international. The 1-hour webinar is expected to be held in the coming months and will be provided by the International Chamber of Commerce.

The main topics included in the webinar are the following:

- Roadmap of export solutions;
- Overview of export processes;
- Basic elements you need to define your target market(s) (market evaluation and assessment method);
- Assessing the service's or product's export potential and readiness (technology readiness, Research & Development readiness are tangible resources the consortium might have, human related attributes);
- Identifying targeted clients or associations or at least a connections method (to establish relation with the targeted country);
- B2C (Business to Customer) & B2B (Business to Business) export models;
- Foreign Investment regulations abroad;
- Export risks;

- Useful links, networks;
- Successful case (IT company).

3.2.2 Market partnerships abroad

Another weak point identified during the evaluation of the export readiness was the lack of knowledge regarding the creation of partnerships when exporting. This webinar intends to support the beneficiaries in developing an understanding of whether or not they need to find a partner in the country of their interest and how to establish such partnerships.

Therefore, the syllabus is planned to include the following topics:

- Local partnership and cases in which they are necessary;
- How to engage a local ecosystem;
- Market entry strategies;
- Funding instruments for export promotion.

3.2.3 Export success story

The final webinar answers another main request from the beneficiaries which is to have an example of a company that has successfully gone international. PARSEC will provide them with examples of SMEs that successfully commercialised their products or services abroad by organizing an interactive online Question & Answer session with the successful companies.

4 Collaboration with other projects

To further enhance the export promotion activities provided within the project, PARSEC established collaborations with several other projects and external entities.

PARSEC creates synergies with the connections established by the project consortium members. For instance, via the AVAENSEN (Valencian Cluster of Energy Industries) network, PARSEC provided their beneficiaries an opportunity to participate in the EU Tech Bridge project's activities. The aim of the project is to open the North American market for European SMEs. This is done during webinars and online meetings, where American and Canadian municipalities and utilities representatives seek partners who might provide a solution to their problems with their innovations. European SMEs can apply with their ideas and eventually win a transatlantic contract. PARSEC beneficiaries have already participated in one webinar organized in December 2020 and were invited to the 2nd one on the 26th of April.

In addition, several of the PARSEC webinars, notably the IPR trainings in Latin America and the trainings under the economic module, will be done in collaboration with a European Union COSME (EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises) project ConnectEO⁵. As a result of the collaboration, ConnectEO will promote within their network PARSEC webinars and extend to PARSEC beneficiaries access to their activities related to the export promotion in Chile and Australia, project's target markets. Before the closure of this report, PARSEC community was already invited and actively participated in ConnectEO webinars held in February

⁵This project shares the aims of internationalisation to export markets but is focused on Australia and Chile. See <https://www.connect-eo.eu>

2021⁶. In addition, some of the PARSEC beneficiaries also participated in the ConnectEO call for the expression of interest.⁷

5 Way forward

Throughout the last 6 months of the acceleration programme, PARSEC will continue supporting and guiding the beneficiaries in their export activities. The offered support will switch its focus from learning to putting into practice their gained knowledge. Therefore, the main idea behind the upcoming services will be identifying and sharing the suitable opportunities to export.

There will be 3 main areas of support:

Exploitation of established collaborations

Continuation of exchanges and close collaboration with ConnectEO, EU tech Bridge, and upcoming new connections established by the PARSEC consortium partners.

Seeking new opportunities

Further identification of events, trade shows, open calls, and other activities giving the beneficiaries opportunity to interact with potential resellers, partners, and export targets. This activity is already extended not only to the #15PARSEC, but also to beneficiaries of the 1st Open Call (#100PARSEC).

Individual support

Beneficiaries were already informed that Export Promotion experts are ready to support them based on their individual needs. The experts will be scheduling further calls with beneficiaries to monitor their progress and help with, for example, getting in touch with a country representative to establish a connection.

With the above outlined programme, PARSEC beneficiaries will be better equipped to successfully export their products and services. If during the later stages of the programme the PARSEC team identifies unforeseen obstacles or weaknesses that the beneficiaries are struggling with, the support services offered in Autumn 2021 will be adjusted accordingly.

⁶ConnectEO 2nd webinar: Business opportunities in Australia and Chile at <https://www.connect-eo.eu/events/connecteo-2nd-webinar-business-opportunities-in-australia-and-chile/>

⁷ See <https://www.connect-eo.eu/eoi/>

ANNEX 1 Legal Module Roadmap



Legal module Roadmap

April - May 2021



Legal module

29.04.2021

Legal basis for EO sales
& export


04.05.2021

The importance of
Intellectual Property
when doing business in
Latin America



12.05.2021

Intellectual Property
Protection in Vietnam,
Thailand, Philippines and
China

Legal module

Webinar 1		Legal basis for EO sales & export		
Date	29.04.2021	Offered by		
Duration	10:00 – 13:30 CET (including 3 sessions and two breaks)			
Registration	https://us02web.zoom.us/meeting/register/tZAtdOmopjguEtZ8TzIUHPhv9xMJZQXluiAu			
Purpose	Provide EO SMEs with understanding of legal issues in their efforts of selling/exporting EO products and services			
Instructors	Ingo Baumann, BHO Legal Gerhard Deiters, BHO Legal			
Structure	<p>Welcome and introduction</p> <p>1. Ways and methods for working together</p> <p>Starting points: NDA, Lol, MoU</p> <p>Cooperation Agreements</p> <p>Consortium Agreements</p> <p>Prime/Subcontractor Agreements</p> <p>Distributor Agreements</p> <p>Sales Agent Agreements</p> <p>Mergers & Acquisitions</p> <p>2. Selling to Clients</p> <p>Commercial Clients</p> <p>Public Clients</p> <p>EU National Authorities</p> <p>EU Bodies</p> <p>ESA</p> <p>International</p> <p>3. Terms and Conditions</p> <p>Data, Products, Projects, Services</p> <p>What to observe when drafting your terms and conditions</p> <p>Data Protection: some key points for EO SME and Start-ups</p> <p>Summary and Discussions</p>			

Legal module

Webinar 2		The importance of Intellectual Property when doing business in Latin America	
Date	04.05.2021	Offered by	 
Duration	10:00 – 11:00 CET		
Registration	https://app.livestorm.co/latin-america-ip-sme-helpdesk/the-importance-of-intellectual-property-when-doing-business-in-latin-america?type=detailed		
Purpose	Provide EO SMEs with understanding of specific IP regulations in the following countries: Argentina, Chile, Mexico & Brazil		
Instructors	César E. Fernández, IP Consultant, Latin America IPR SME Helpdesk		
Structure	<p>Welcome and introduction</p> <p>Services provided by EU initiatives that support SMEs in the region</p> <p>Indications on when and how is it Intellectual Property relevant to your business</p> <p>Main steps and particularities to protect your trade marks, inventions and creations locally</p> <p>Updated information on the registration proceedings</p> <p>Various case studies involving EU SMEs experiencing and overcoming issues with IP protection in the region</p> <p>Tips to succeed abroad</p> <p>Q&A - tailor-made assistance to your queries</p>		

Legal module

Webinar 3		Intellectual Property Protection in Vietnam, Thailand, Philippines and China	
Date	12.05.2021	Offered by	<div>SOUTH-EAST ASIA IP SME HELPDESK</div> <div>CHINA IP SME HELPDESK</div>
Duration	10:00 – 11:00 CET		
Registration	https://euconf.eu/ip-helpdesk/ip-protection-in-vietnam-thailand-philippines-china		
Purpose	Provide EO SMEs with understanding of specific IP regulations in the following countries: Vietnam, Thailand, Philippines, and China		
Instructors	Patrice Vidon, Vidon IP Law Group Mathieu HENCEVAL, Project Manager, South-East Asia IP SME Helpdesk		
Structure	<p>Welcome and introduction</p> <p>Indications on when and how is Intellectual Property relevant to your business</p> <p>Main steps and particularities to protect your intellectual property</p> <p>Updated information on the registration proceedings</p> <p>Case studies involving EU SMEs experiencing and overcoming issues with IP protection in the region</p> <p>Tips to succeed abroad</p> <p>Q&A - Tailor-made assistance to your queries</p> <p>Services provided by EU initiatives that support SMEs in the above mentioned countries</p>		

COMING SOON

After we complete the legal module of PARSEC training we will kick off with three more modules:

Economic module

Promotion module

Events

Stay tuned for further updates and keep track of the events at Hyperspace in the [#Events](#) section.

If you need further assistance, please feel free to contact us:
hyperspace@parsec-accelerator.eu

We are looking forward to see you online!

Your PARSEC Accelerator Team



PARSEC

A C C E L E R A T O R



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Our Partners



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824478.