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## REGIONAL WEBINAR

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**WIPO/WEBINAR/ROVING-SEMINARS/2021/1A/1 PROV.  
ORIGINAL: ENGLISH  
DATE: APRIL 16, 2021**

## SMEs, IP and Resilience against the COVID 19 Pandemic

organized by  
the World Intellectual Property Organization, Geneva

the Onassis Foundation, Athens

and  
uni.fund, Athens

in cooperation with  
the Hellenic Industrial Property Academy (HIPA) of the Hellenic Industrial Property Organization  
(OBI), Athens

and  
the European Public Law Organization (EPLO), Athens

**April 22, 2021**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

- 09.00 a.m. – 09.15 a.m.  
(CEST)  
*10 a.m. EEST*
- Welcome addresses by:
- Mr. Anthony S. Papadimitriou, President, Onassis Foundation, Athens  
Mr. Hasan Kleib, Deputy Director General, Regional and National Development Sector, WIPO, Geneva  
Prof. Spyridon Flogaitis, Director, European Public Law Organization (EPLA), Athens
- 09.15 a.m. – 09.25 a.m.
- Keynote Remarks: How the Pandemic has Affected International IP Filings**
- Speaker: Mr. Carsten Fink, Chief Economist, Department for Economics and Data Analytics, IP and Innovation Ecosystems Sector, WIPO
- 09.25 a.m. – 10.25 a.m.
- SME's Experiences**
- Moderator: Mr. Víctor Vázquez López, Head, Section for the Coordination of Developed Countries, Division for Transition and Developed Countries, Regional and National Development Sector, WIPO
- Panelists: Mr. Álvaro Muñoz Guillén, Bookshop Owner, La Puerta de Tannhäuser, Plasencia, Spain, TodosTusLibros, a service for bibliographic consultation, interaction with the public, cultural dissemination and trade in the book sector.  
Mr. Juan Pablo Nebrera, Founder, Brooklyn Fitboxing, Spain, a sports center format specialized in a series of training methods derived from boxing and other martial arts, combining them with a technological integration of hardware and software.  
Ms. Daphne Tsevreni, Co-founder and CFO, Clio Muse Tours, Greece, a SaaS Platform to Create and Distribute Digital Self-Guided Tours for Attractions, City Tours & Roadtrips.  
Mr. Athanase Kolias, Founder and CEO, KINVENT, France, connected solutions for sports and rehabilitation professionals for functional assessment of strength, balance and motion and patient motivation.  
Mr. Argyris Argyriou, Senior Vice-President, Orfium, Data & AI at Orfium, Music Rights Management and Monetization Solutions: Providing value to the cultural sector.

10.25 a.m. – 11.25 a.m. **Consequences of Covid-19 on Start-ups and SMEs**

Moderator: Mr. Prodromos Tsiavos, Head of Digital and Innovation, Onassis Group, Athens

Panelists: Mr. Martin Senftleben, Professor of Intellectual Property Law and Director, Institute for Information Law (IViR), Faculty of Law, University of Amsterdam  
Mr. Alexander Cuntz, Senior Economist, Creative Economy Section, Department for Economics and Data Analytics, IP and Innovation Ecosystems Sector, WIPO  
Ms. Silvija Trpkovska, Counsellor, IP for Business Division, IP and Innovation Ecosystems Sector, WIPO, Geneva

11.25 a.m. – 11.35 a.m. **Wrap-up and Closing**

Mr. Guy Pessach, Director, IP for Business Division, IP and Innovation Ecosystems Sector, WIPO

Mr. Prodromos Tsiavos, Head of Digital and Innovation, Onassis Group, Athens

11.35 a.m. End of the Webinar