



## INTELLECTUAL PROPERTY RIGHTS FOR SUSTAINABLE GROWTH

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Official Inauguration of the Action  
AL-INVEST Verde IPR

The Socio-economic Importance of  
Intellectual Property and the Challenges of  
Sustainable Growth

Montevideo, 21 November 2022

### AGENDA

Contact person EUIPO

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## **AL-INVEST Verde IPR**

Innovation and the diffusion of new technologies are indispensable for economic growth. They lead to higher productivity and the creation of wealth and economic welfare, including decent jobs and greener economies.

The EU-funded Action AL-INVEST Verde IPR Action proposes to use intellectual property to contribute to the development of an enabling framework in Latin America, with emphasis on MERCOSUR countries, to stimulate innovation and facilitate sustainable growth, job creation and ensure effective international participation of their economic actors.

### **Objective and description of the event**

The objective of this activity is to highlight the socio-economic importance of intellectual property rights for innovation and economic development on the basis of studies carried out in the EU and in countries of the region.

It will also take the opportunity to point out some of the challenges and opportunities that arise from the use of IPRs to achieve major goals such as addressing a sustainable growth path in the region based on innovation and tackling global challenges such as the reduction of greenhouse gas emissions, in line with the objectives of the European Green Pact.

In this effort, AL-INVEST Verde IPR brings together its main regional partners, including the intellectual and industrial property offices of several countries in the region, on a day that marks the official kick-off of the project at its headquarters in Montevideo, Uruguay.

### **Audience/representatives**

Hybrid event with face-to-face and virtual participation of representatives of the senior management of the region's Intellectual Property Offices (IPOs) and senior Uruguayan and Latin American authorities and economic representatives.

**Monday, 21 November 2022**

**09h00 – 09h15**

**Welcome**

**Mr. Minister Omar Paganini, Ministry of Industry, Energy and Mining (MIEM), Uruguay**

**Mr. Ambassador Paolo Berizzi, Delegation of the European Union in Uruguay**

**Mr. Ignacio de Medrano, Head of International Cooperation, European Union Intellectual Property Office (EUIPO)**

**09h15 – 10h15**

**Session 1: "The Socio-Economic Importance of Intellectual Property and the Challenges of Sustainable Growth".**

**The Economic Impact of Intellectual Property Intensive Industries: New Evidence from Europe and Latin America (with special focus on Uruguay)**

**Ms. Carolina Arias Burgos, Economist, European Observatory on Infringements of Intellectual Property Rights (EUIPO) (remote connection)**

**The Challenge of Sustainable Growth and the Contribution of IPRs**

**Ms. Beatriz Bugallo, Professor of Commercial Law, University of the Republic, Uruguay**

**Moderator: Mr. Mariano Riccheri, Action Leader, AL INVEST Verde IPR - EUIPO**

**10h15 – 10h45**

**Break**

**10h45 – 12h15**

**Session 2: The Modernisation of the IP System: Challenges for Administrations and the Productive Sector**

**Modernisation of IPOs and the Challenge of Digitalisation**

**Mr. Miguel Olivares, International Cooperation Service, European Union Intellectual Property Office (EUIPO)**

**The Challenges of Copyright and the Competitiveness of the Creative Industries**

**Ms. Martha Caviglia, Member of the Copyright Board, Uruguay**

**The Internationalisation of SME's Activity and Intellectual Property Rights**

**Mr. Ernesto Rubio, International Expert in Intellectual Property, Uruguay**

**Moderator: Mr. Mariano Riccheri, Action Leader, AL INVEST Verde IPR - EUIPO**

**Monday, 21 November 2022**

**12h15 – 12h45**

**Presentation of the AL-INVEST Green ECD Project**

**Mr. Mariano Riccheri, Action Leader, AL INVEST Verde IPR - EUIPO**

**12h45 – 13h15**

**Closing Round Table - The Modernization of the IP System: Challenges for Administrations and for the Productive Sector - National Perspectives**

**Mr. Santiago Martinez, Director of DNPI, Uruguay**

**Ms. Monica Gay, President of INPI, Argentina**

**Ms. Loreto Bresky, National Director of INAPI, Chile**

**Mr. Joel Talavera, National Director DINAPI, Paraguay (*remote connection*)**

**Ms. Berta Davalos, Director of Intellectual Property, DINAPI, Paraguay**

**Mr. Vinicius Bogéa Câmara, in representation of the Presidency, INPI, Brasil**

**Moderator: Mr. Ignacio de Medrano, Head of International Cooperation, European Union Intellectual Property Office (EUIPO)**