

Webinar on IPRs and firms: intellectual property rights and firm performance in the European Union and IP support measures for SMEs in Japan

IPRs play a vital role for firms that are trying to establish themselves by introducing products and services into the market. Is there any correlation between IPRs and business performance? Are SMEs ready to navigate the world of IPRs? To answer these questions, we are going to have an EU-Japan approach that will help us understand how IPRs and firm performance are indeed correlated, and how SMEs can benefit from IPRs, and how they can be helped in doing so.

The first part of this webinar will illustrate the results of the follow-up report by the EUIPO and the EPO covering the period from 2007-2019 into the role of IPRs by analyzing a representative sample of over 127,000 European firms from all 27 EU member states and the UK.

In the second part of the webinar, we will go through the main supporting measures that the JPO provides to support SMEs, and startups which play a vital role in the world's economy.

Agenda (JST time zone)

17:00-17:05 Welcome and opening remarks by **Philippe de Taxis du Poët**, Managing Director, EU-Japan Centre for Industrial Cooperation, and Minister Counsellor, EU Delegation to Japan.

17:05-17:25 Title: Intellectual property rights and firm performance in the European Union
Topic: in this presentation the speaker will illustrate the main results of the recent report published in February 2021 concerning the correlation between intellectual property rights, and firm performance.

Speaker: **Nathan Wajzman**, Chief Economist, EUIPO European Observatory on Infringements of Intellectual Property Rights

17:25-17:45 Title: IP support measures for Startups, and SMEs in Japan
Topic: in this presentation the speakers will illustrate the various services that the JPO offers to help SMEs, and startups leverage their IP and succeed in the market.

Speakers: **Tetsuo Kamada**, Deputy Director, Startup Support Section, Policy Planning and Research Division, Policy Planning and Coordination Department, Japan Patent Office,
and **Hidenori Oka**, Associate Managing Specialist for Industrial Property



Rights, IP Promotion Division, Policy Planning and Coordination Department,
Japan Patent Office

17:45-18:00 Q&A session & closing remarks

Moderator: **Luca Escoffier**, Project Manager, EU-Japan Technology Transfer Helpdesk

When: May 28th, 2021 from 5pm JST/10am CET to 6pm JST/11am CET

Where: Zoom webinar. A direct link will be sent to the attendees after the registration.

Language: English & Japanese simultaneous interpretation

Registration: Registration: please register to ZOOM by clicking [here](#).

Q & A: If you have any questions during the webinar, you can enter them in the Q & A field from your PC, but please note that we may not be able to accept them due to time constraints. In addition, we also accept questions in advance. Please fill in the question / comment column when registering for ZOOM.