

# From idea to commercialisation IPforbusiness – training roadshow

## Draft programme 10 December 2019

### Venue

Chamber of Commerce and Industry of Slovenia  
Gospodarska zbornica Slovenije  
Dimiceva 13  
1504 Ljubljana  
Slovenia

### Seminar reference

BS08-2019

### European Patent Academy

**European Patent Office**  
Bob-van-Benthem-Platz 1  
80469 Munich  
Germany  
Tel. +49 89 2399 5454  
academy@epo.org

In co-operation with:



European  
IP Helpdesk

Gospodarska  
zbornica  
Slovenije 

Chamber of Commerce  
and Industry of Slovenia

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LASTNINO 

Slovenian Intellectual  
Property Office

# Tuesday, 10 December 2019

**08.30 Registration**

Moderator: Claire Fentsch, European IP Helpdesk

**09.15 Welcome address**

Dr Vojko Toman, Director, SIPO

Sonja Šmuc, General Manager of the Chamber of Commerce and Industry of Slovenia

Pia Björk, European Patent Academy, EPO

**09.45 Basic IP toolkit for SMEs – hacks and common pitfalls**

Claire Fentsch

**10.30 Creating strategic business advantages from IP**

Anton Svensson, project manager, Sahlgrenska School of Innovation and Entrepreneurship and Center for Intellectual Property (CIP), Gothenburg

11.30 Networking lunch

**12:30 Business advantages from IP illustrated by SME case studies Skeleton & Orcan**

Anton Svensson

**13.45 Filing strategies**

Michael Fröhlich, Director European and International Legal Affairs, PCT, EPO

14.30 Coffee break

**15.00 IP protection in Slovenia and SIPO's services for SMEs**

Stanislav Kaluža, SIPO

**15.45 Final wrap-up**

Pia Björk

**16.00** End of event