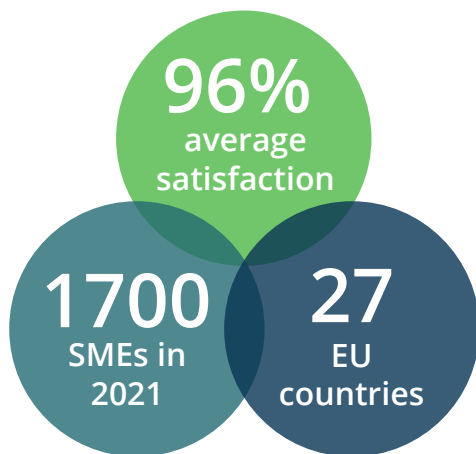


Ideas Powered for business events for SMEs and start-ups

The Ideas Powered for business programme aims to **empower European SMEs** to protect and enforce their competitive advantage through **intellectual property (IP) rights**.

The EUIPO Ideas Powered for business events are **pan-European initiatives**. They are national events that target small and medium-sized enterprises (SMEs) and **promote IP awareness**. They are organised in collaboration with the **national intellectual property offices** of all EU countries.



The European Intellectual Property Office (EUIPO) is the European agency responsible for managing **EU trade marks and registered Community designs** that are valid in all EU Member States.



These events provide SMEs with the opportunity to learn from IP experts about the importance of IP in their business strategy. They introduce SMEs to initiatives such as the SME Fund, Easy filing and the EUIPO pro-bono (free personalised consultations on intellectual property).



Last year over 1.700 local entrepreneurs and SMEs rated these events highly (96% satisfaction rate).



Experts from different business areas are also invited to these events to promote business opportunities and/or support initiatives for SMEs in their own field of expertise.



Taking part in these free events provides an opportunity to showcase your organisation and expertise in supporting SMEs, reach a new business audience, and establish valuable connections with the EUIPO and the national intellectual property offices.