
[The European IP Helpdesk Annual Event 2019: Go-To-Market-Strategies](#)

Date:

Tuesday, 26.11.2019

Time:

3pm - 6pm (CET – Central European Time UTC +1)

Location:

EASME - COV2 00/SDR2 AUDITORIUM, Covent Garden Building, Place Charles Rogier, 16 B-1210
Brussels

Host:

European IP Helpdesk

Speaker:

Various

The European IP Helpdesk Annual Event 2019

Go-To-Market-Strategies

The European IP Helpdesk Team warmly invites you to participate in our Annual/Stakeholder Event in Brussels focusing on Go-To-Market-Strategies.

You can have the most innovative research project, a truly groundbreaking approach, and the potential to bring substantial impact to this world, BUT all of this will fall short if you do not make sure to have a solid, strategic, and professional go-to-market strategy that follows suit.

A go-to-market strategy is an action plan that specifies how one will reach target customers and achieve competitive advantage. The purpose of a go-to-market strategy is to provide a blueprint for delivering a product or service to the end customer, taking into account such factors as pricing and distribution. A go-to-market strategy is somewhat similar to a business plan, although the latter is broader in scope and considers such factors as funding.

This year's **Annual Stakeholder Event** will focus specifically on the key role of IP when it comes to successful go-to-market-strategies.

With its short talks structured in three parts the event will offer a great opportunity to hear first-hand explanations of EC internal go-to-market support initiatives, to benefit from valuable hands-on experiences shared by international consortia that successfully valorised their project results and to exchange perspectives and ideas with other stakeholders in the field.

During the first part of the event the team of the European IP Helpdesk presents the key findings of the first part of the Needs Analysis, a key instrument in the development and the successful implementation of impact-oriented services deriving from the needs & wants of the endusers and stakeholders.

The second part of the event provides direct insight into two EC initiatives aiming to facilitate innovation in Europe. Georgios Lyssandrides from DG RTD will present the just recently developed Horizon Results Platform which facilitates the exchange between supply and demand when it comes to the valorisation of project results. Following this idea Georges Lobo, DG DIGIT, expounds the opportunities created by the EUPL, the European Free/Open Source Software (F/OSS) licence created on the initiative of the European Commission and its affiliated collaborative platform "Joinup".

The third part gives us the occasion to profit from the experience of others. Iraida Loinaz from Fundación CIDETEC in the North of Spain presents a running Horizon 2020 initiative to bring research results from lab to industry to market. TBMED aims to develop an Open Innovation Test Bed (OITB) in order to support med-tech companies in the development of high-risk medical devices by reducing their time-to-market for the European sector. And last but not we are very glad that Carla Silva and Dora Coelho, from CeNTI in Portugal will demonstrate best practice in how to deliver novel products for skin healthcare applications, with increased efficiency and cost benefits, leading to ground-breaking innovations on the actual products.

The event will be an ideal opportunity to look at "go-to-market strategies" from various perspectives and to win new insights .

When?

26 November 2019, 15:00-18:00

Where?

Executive Agency for Small and Medium-sized Enterprises (EASME)

COV2 00/SDR2 AUDITORIUM
Covent Garden Building
Place Charles Rogier, 16
B-1210 Brussels

Registration: Please register via our registration form below until the 21st of November, 11am CET!

Programme

15:00 – Welcome & Opening

Amaryllis Verhoeven, European Commission, DG GROW, Head of Unit, Industrial Property and the Fight against Counterfeiting

Natalia Martinez Paramo, Head of Unit A1 –COSME of the Executive Agency for Small and Medium-sized Enterprises (EASME)

15:10 – Session 1: The European IP Helpdesk Service offer

Claire Fentsch, European IP Helpdesk / Eurice GmbH

Key Findings of the Needs Analysis

Dr Christian Hackl, European IP Helpdesk / TUM Tech GmbH

15:45 – Session 2: “Horizon 2020” - Go-To-Market support initiatives

Horizon 2020 Results Platform

Georgios Lyssandrides, DG RTD

EU Public Licences

Georges Lobo, DG DIGIT

16:30 Coffee Break

16.45 - Session 3: Project examples for Go-To-Market strategies

Best Practice: TBMED

Iraida Loinaz, Fundación CIDETEC, Spain

Best Practice: SKHINCAPS

Carla Silva, CeNTI, Portugal

17:30 – Closure & Get-together

Sorry...This form is closed to new submissions.

[Calendar](#)