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## [On Air: Euronews releases new "Business Planet" episode featuring the European IP Helpdesk](#)

The news channel [Euronews](#) recently released a new episode of its "Business Planet" series, taking a look at how a Romanian high-tech firm has been able to safeguard and successfully manage its intangible assets with the help of the European IP Helpdesk, and the Romanian European IP Helpdesk Ambassador in particular.

The Business Planet team travelled to Bucharest to meet up with [Syswin Solutions](#), a specialist in smart technologies and learn more about the company's business model and IP strategy. Next to the company portrait, the episode also features an interview with Prof. Alexandru Marin, who has been supporting SMEs in the region in his role as [European IP Helpdesk Ambassador](#) for several years.

You can watch the whole episode [online](#).

In addition, an interview with Prof. Marin on why IP is critical for business success is available [here](#).

The videos are provided in the various languages covered by the media platform such as English,

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German, French, Italian or Spanish.

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