

EFAA International Conference 2021
COVID-19: SMPs Recovering smarter, Stronger and Sustainable

Inge BUFFOLO

22 October 2021

EUIPO SME PROGRAMME – Ideas Powered for business



EUIPO 2109 Scoreboard showed that **accountants are the 2nd top recognized source of information for SMEs** (% on average at EU level).



EUIPO aims is to empower accountants as business advisors, to play a role as “IP Ambassadors” in supporting their clients to integrate IP in their business strategies.



By increasing the knowledge on IP of SMEs advisors, contribute towards the growth of their clients’ business and consequently that of their own business.

TRAININGS: INCREASING KNOWLEDGE ON IP TO SUPPORT SMES



EUIPO objective is to promote knowledge and raise awareness on Intellectual Property, as a business asset and benefit businesses by providing legal protection and competitive advantage.



EUIPO proposes a customised training approach, depending on: target group, language and level of knowledge on IP.

Trainings will be offered on voluntary basis – free of charge !!!

VALUATION OF IP ASSETS

- IP valuation is a technical assessment of the company's IP assets. It helps SMEs and stakeholders to better understand IP and its capacity to generate value
- EUIPO is working on defining an “**IP valuation simulator**” to raise awareness among users and stakeholders of the value of intangible assets
- IP valuation service providers could enhance their existing range of services **by offering an additional layer of support to SMEs**

