

# IPR CONFERENCE 2020

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Host & Organizer



EUROPEAN CHAMBER OF  
COMMERCE IN KOREA  
주한유럽상공회의소

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Co-hosts



Europäisches  
Patentamt  
European  
Patent Office  
Office européen  
des brevets



GGGI



Korean Intellectual  
Property Office

# SEPTEMBER 23, 2020



# INVITATION IPR CONFERENCE 2020

For an impression of last year's IPR Conference, please click [here](#).

In recent years awareness of the need for policies and actions aimed at securing a sustainable future has been increased. A key milestone for such has been the adoption of the United Nations Sustainable Development Goals in 2015.

Both Korea and the European Commission have recently announced their plans to achieve a sustainable future, under the European Green Deal and the Korean New Deal respectively.

In order to realize such plans, new innovations need to see the light of day. An important factor to facilitate such innovations is the promotion, support and protection of innovative technologies through adequate frameworks.

A fundamental framework for such is that of intellectual property rights (IPR), the legal foundation through which ownership is provided over creations of the mind, better known as intellectual property (IP). Common types of IPR are trademarks (which serve to differentiate products or services and enable informed purchasing decisions), industrial designs (which promote innovation by protecting the visual appearance of (parts of) products, or their ornamentation) and patents (which reward technological innovation).

The intrinsic value of IPR combined with a supportive IP system boosts the inventiveness that drives progress.

During this year's IPR Conference, specialists from both the public and the private sectors will discuss innovative IP ecosystems, green technology solutions and technology partnerships, jointly addressing IP's potential to help realize plans for a sustainable, greener future.

The IPR Conference is co-hosted by the European Chamber of Commerce in Korea (ECCK), the European Patent Office (EPO), the Global Green Growth Institute (GGGI) and the Korea Intellectual Property Office (KIPO).

Date	Wednesday, September 23, 2020
Time	16:00 – 18:30 Seoul time (waiting room opens from 15:45 Seoul time)
Venue	Online through Zoom
Admission	Free of charge
RSVP	<a href="#">Click this link</a>

# PROGRAM IPR CONFERENCE 2020

15:45~16:00	Registration
16:00~16:05	Welcome Remarks
16:05~16:25	Opening Remarks
16:25~16:40	Intellectual Property and Sustainable Development Goals Ms. Marion (Amy) DIETTERICH Director of the Global Challenges Division at the World Intellectual Property Organization (WIPO)
16:40~17:00	Leveraging IP Rights in the Interest of a Greener Future Dr. Frank RIJSBERMAN Director-General of the Global Green Growth Institute (GGGI)
17:00~17:15	The Role of IP in the EU Green New Deal and Digital Transformation Mr. Benoit LORY Minister Counsellor of the Trade & Economy Section at the EU Delegation to the Republic of Korea
17:15~17:35	Green and IP Ms. Ara CHO Deputy Director of the International Cooperation Division at the Korea Intellectual Property Office (KIPO)
17:35~17:45	Screen Break
17:45~18:05	Innovative Green Technology Solutions Mr. Andreas FISCHER Technical Bid Manager at Vestas
18:00~18:20	Innovation Trends in Battery Technology: A Global Analysis Mr. Ilja RUDYK Senior Economist at the European Patent Office (EPO)
18:20~18:35	Technology Partnerships and Innovation Mr. Jae-Hyun PARK IP Agreement Counsel at Solvay
18:35~18:40	Closing Remarks Mr. Sven-Erik BATENBURG Director of Legal & International Affairs at ECCCK

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Program subject to modifications