

[EUIPO – DG GROW meeting](#)

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The Executive Director of the EUIPO, Christian Archambeau, has held a video conference with Kerstin Jorna, the Director-General of the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW).

This is the first bilateral meeting with the new Director-General of DG GROW, who took up her role on 1 April 2020.

The Executive Director presented EUIPO's scope of activities and the initiatives in the context of the forthcoming Strategic Plan 2025. Information in relation to the EUIPO's response to the current COVID-19 pandemic was also exchanged.

Discussion topics included the **cooperation activities between the EUIPO and DG GROW**, within the framework of the Memorandum of Understanding signed in April 2019.

Mr Archambeau confirmed the commitment of the EUIPO to pursue good collaboration with DG GROW, in particular for the European Commission's new **IP Policy Agenda**, with a view to putting intellectual property at the service of the economic and social growth for the benefit of EU citizens.