

IP Key LA addresses needs of European SMEs in Chile webinar

June 22, 2020 [European Trade Mark and Design Network](#)

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The graphic features a green background with a white map of South America. In the top right corner, a black diagonal banner reads 'LIVE WEBINAR'. Two circular headshots of speakers are shown on the left: Mariano Riccheri (IP Key LA) and Cristobal Prieto Steffens (Larrain Prieto & Cia. Abogados). The date and time '25 June 2020 | 14:00 (Brussels time)' are displayed in a blue box. The main title 'INTELLECTUAL PROPERTY IN CHILE: Tips for Protecting and Managing your IP Rights in Unprecedented Times' is in white text on a dark green background. At the bottom, logos for 'LATIN AMERICA IPR SME HELPDESK', 'IPKey', the European Union flag, and 'EUIPO' are visible.

[Intellectual Property in Chile: Tips for Protecting and Managing your IPRs in Unprecedented Times](#), organized by two EU-funded projects ([IP Key LA](#) and [LA IPR SME Helpdesk](#)), will take place on 25 June, aiming to provide participating SMEs with essential practical information on IP protection and its added value for businesses.

In countries of the European Union and of Latin America, SMEs account for 99 % of all businesses. They are a key element of both economies. However, the 2019 Intellectual Property SME Scoreboard, confirms that one of the main barriers to SMEs registering IPR is the lack of knowledge of what IP is and how it can benefit their business is.

Therefore, IP Key LA has designed a series of country-focused webinars directed at EU SMEs. It aims to disseminate information about IP, its importance and benefits to SMEs, in order to motivate them to take advantage of what IP can do for their businesses.