

# IP Key Latin America addresses needs of European SMEs in webinar

June 08, 2020 [General](#)

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The graphic features a green background with a white map of Latin America. On the left, there are two circular headshots of speakers: Eli Salis (DISAIN IP) and Mariano Riccheri (IP KEY LA). A black diagonal banner in the top right corner reads 'LIVE WEBINAR'. The date and time '11 June 2020 | 14:00 (Brussels time)' are displayed in a blue box. The main title 'INTELLECTUAL PROPERTY IN ARGENTINA' is in a dark grey box, followed by the subtitle 'Tips for Protecting and Managing your IP Rights in Unprecedented Times' in a white box. At the bottom, logos for 'LATIN AMERICA IPR SME HELPDESK', 'IPKey', the European Union flag, and 'EUIPO' are visible.

[IP Key LA](#) and [LA IPR SME Helpdesk](#) - two EU-funded projects, have joined efforts in a set of country-focused webinars addressed to EU SMEs. Next 11 June 2020, IP experts from both projects will talk about [Intellectual Property in Argentina: Tips to Manage and Protect your Intellectual Property Rights in Unprecedented Times](#), aiming to provide participating SMEs with essential practical information on IP protection and on its added value for businesses.

In the European Union and Latin America, SMEs account for 99 % of all businesses. They are a key element of both economies: according to EUIPO and OECD, in the last 8 years they have created around 85 % of net new jobs and provided around two-thirds of the total private sector employment in the EU. In Latin America, SMEs account for 67 % of employment.

However, one of the main barriers to SMEs registering IPR, as stated at the [2019 Intellectual Property SME Scoreboard](#), is a lack of knowledge of what IP is and how it can benefit their business. Many are receptive to information that will support their business but there is still a need to improve awareness of the benefits of IPR.

This series of webinars, which started in Brazil and will continue in Argentina, Chile and Mexico, falls under IP Key LA strategy to disseminate information about IP registration and protection, its importance, and benefits to SMEs, in order to encourage them to make use of IP benefits.