



Doing business in North Africa

Bucharest, Romania

March 30, 2023

09:30 – 10:00	Registration of participants and welcome coffee
10:00 – 10:10	Welcoming remarks Mihai Daraban, President of the Chamber of Commerce and Industry of Romania Vassilis Koutsouris, Commercial Counsellor of the European Union Delegation to Algeria
10:10 – 10:30	Due diligence and intellectual property protection tips Marian - Octavian Șerbănescu, Director General of OSIM (tbc)
10:30 – 10:45	Supporting the internationalisation of SMEs to Africa Esther Huerta, EUIPO Representative
10:45– 11:45	Protecting your brands and inventions abroad: understanding the intellectual property landscape of North Africa Marius Schneider, IP Expert, IPvocate Africa
11:45 – 12:00	Coffee break
12:00 – 12:30	Case studies: Romanian business experiences in the North African market Romanian business representative/s (tbc)
12:30 – 13:00	Q&A and networking The IP expert will be available for questions and individual meetings
13:00 – 14:00	Networking lunch