**TORINO FASHION TALKS   
*Live Streaming Event***

**THE PROGRAMME**

**Tuesday, 06th October 2020**

**SPEECH N. 3**

**h. 9:15 am – 12:30 pm  
IPR Help Desk for Smes**

h. 9:15 - 9:30 **Welcome to the event!**

* [**Unioncamere Piemonte**](http://www.pie.camcom.it/), [**Enterprise Europe Network**](https://een.ec.europa.eu/) support office, in charge of the B2B Torino FashionMatch 2020

h. 9:30 – 10:00 **“Tips and tricks to protect your IPR in China and South East Asia”**

* *Mr Mr. Elio De Tullio* **IPR Help Desk South East Asia/China**

h. 10:00 – 10:30 **IP in the fashion industry: local particularities in Latin America**

* *Mrs Giovanna Girardi, IPR Expert,* **IPR Help Desk America Latina**

**Join the IPR Virtual session:** [**https://meet.google.com/igq-aedg-xsx**](https://meet.google.com/igq-aedg-xsx)

***h. 10:30 – 10:45 Questions***

h. 11:00 – 12.30 **IP as an asset for growth and value creation, and how protect in the fashion industry:**

**THE SERIOUS GAME on IPR for Fashion Industry\_ *Interactive Session***

* *Mr. Magnus Hakvåg*, **Magnus Hakvåg M.Sc house of knowledge**, CEO

**Join the Serious Game Virtual Session from here:** [**https://meet.google.com/rfv-tqsb-wgq**](https://meet.google.com/rfv-tqsb-wgq)

**Notes:**

1. **The Sessions will be in English**
2. **CET Time zone**
3. **Please mute your microphone**