

**GLOBAL EUROPE:  
EU funded projects supporting businesses to look beyond the EU and  
internationalise**

**Webinar, 17 March 2021 – 10:00-11:30 CET**

The Global Europe webinar brings you key projects funded by the European Commission that support your European business directly to your home office! Join this online session and discover how you can seize international opportunities for your organization or EU business!

During this webinar you will learn how to access EU-funded, effective, free, and professional services that will kickstart your internationalization to critical markets such as Latin America, China, India, Turkey, and Eastern European countries. Whether it is about exporting your goods and services to other markets, technology transfer– join us and get your answers.

The Global Europe webinar supports EU SMEs and business support organizations to make their mark in global markets. This webinar is organized by EUROCHAMBRES in conjunction with the Chamber of Commerce and Industry of Romania and co-funded by the Latin America IP SME Helpdesk and the EU SME Centre (China).

**REGISTRATION LINK:**

[https://bit.ly/GlobalEuropeRO\\_zoom](https://bit.ly/GlobalEuropeRO_zoom)



*These initiatives are funded by the European Union*

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**AGENDA**

10:00 - 10:10	<b>Opening remarks</b>
10:10 - 10:20	<p><b>EU SME Centre China</b></p> <p>Providing a comprehensive range of first line hands-on support services to European SMEs, getting them ready to do business in China.</p> <p><i>Laura Velasco, Project Officer and EU Partnership Coordinator</i></p>
10:20 - 10:30	<p><b>EU-India Clean Energy and Climate Partnership</b></p> <p>Business opportunities and support to EU businesses in the renewable energy sector that are interested in India and how to protect your innovation.</p> <p><i>Joel Fernandes, Project Lead Europe</i></p>
10:30 - 10:50	<p>Make your intellectual property rights fit for your internationalization strategy: <b>Latin America, India, China &amp; South East Asia IP SME Helpdesk</b></p> <p><i>Nicoletta Favaretto, Senior Project Officer Latin America IP SME Helpdesk</i></p>
	<p><b>AL-INVEST Verde</b></p> <p>An initiative mobilising EU know-how and investment in support of building alliances with the private sector in Latin America.</p> <p><i>Nicoletta Favaretto, Senior Project Officer</i></p>
10:50 - 11:05	<p><b>EU4Business: Connecting Companies</b></p> <p>Fostering business links between companies and BSOs from the EU and from the Eastern partnership</p> <p><i>Ana Sarateanu, Senior Project Officer, Team Leader</i></p>
11:05 - 11:15	<p><b>Turkey-EU Business Dialogue</b></p> <p>Strengthening sustainable collaboration and mutual knowledge between Turkish and European Business Communities</p> <p><i>Oya Ersöz, Project Director TEBD, Team Leader</i></p>
11:15 – 11:30	<b>Q&amp;A</b>