

World IP Day

Webinar on Investments and Growth for Innovative SMEs

27 April 2021



Ruben Bonet

*Co-founder, President
and Chief Executive*



Catalina Olivos

*Legal and IP Director,
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Håkan Dackefjord

*CCO and Founder, Wittra
Sweden AB*



Wawrzyniec Perschke

*Policy Officer – Industrial Policy (IPR),
DG GROW, European Commission*



Alex Agius Saliba

*Committee on the Internal Market
and Consumer Protection, Member*

**IP protection is critical for European SMEs
to innovate, secure funding, grow,
and compete.**



Catalina Olivos

Legal and IP Director



energysquare

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Our core business is to license the technology we develop. We simply cannot work without strong IP protection. We use patents and we also have trademarks and trade secrets. We have a 360 degree view of IP, which is key to success.

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Ruben Bonet

*Co-founder, President and
Chief Executive Officer*



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IP provides the right incentives for innovation and R&D, which - we must not forget - cost a lot of time and a lot of money and are very risky. Clear incentives are needed. If we want an economy that is truly innovative, we need a strong IP system. IP is even more important for SMEs.

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Ruben Bonet

*Co-founder, President and
Chief Executive Officer*



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IP is an essential tool for SME development. It can help you to secure financing in the early days. It can help you to secure clients. It can help you to partner with other companies. It can help you to expand your network. You have to be able to enforce your rights when needed.

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Catalina Olivos

Legal and IP Director



energysquare

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When you are an SME, it can be very hard to negotiate with partners that are big companies. Even with a strong IP position it's still difficult.

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**IP enforcement is a necessary complement
to IP protection.**



Ruben Bonet

*Co-founder, President and
Chief Executive Officer*



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My company started in 1999 in a garage. We decided to license our technology, but this was not easy because most implementers adopted efficient infringement strategies, which are today known as "patent hold-out strategies". What saved us from bankruptcy were our strong patents.

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Alex Agius Saliba

Member of the European Parliament, IMCO



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SMEs need to have access to IP rights and know how to use them effectively. And IP rights must be enforceable when infringement happens. Without that, they are useless. As a priority, we should continue to work to create a level playing field, to help SMEs to be able to enforce their IP rights on the ground.

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Ruben Bonet

*Co-founder, President and
Chief Executive Officer*



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It is critical that the unitary patent system is implemented. An efficient and predictable IP enforcement system that avoids today's fragmentation is important for SMEs.

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Håkan Dackefjord
CCO and Founder



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The current fragmentation of IP in Europe entails high costs that are hard for small companies like ours to bear.

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Concerted engagement to support European SMEs will be critically important, and the IP Action Plan is a solid foundation.



Alex Agius Saliba

Member of the European Parliament, IMCO



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Less than 10% of European SMEs are using IP rights, so action is needed. First, awareness. European SMEs are often unaware of the benefits of integrating IP management into their businesses. But awareness is not enough. SMEs need the correct information at the right time, the right resources and knowledge. They also need support and assistance to be fully empowered in their journey to use IP protections.

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Ruben Bonet

*Co-founder, President and
Chief Executive Officer*



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The IP Action plan addresses some extremely important issues for SMEs. For example, it is critical to develop a financing system that can really accept patents and other IP as a form of collateral. The value of IP should show up in SMEs' financial statements so that funding is possible, as is the case with other asset categories.

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**To compete, innovative European SMEs
need a level playing field globally.**



Ruben Bonet

*Co-founder, President and
Chief Executive Officer*



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One of the goals of a company is to compete globally, right? That is the goal of every one of us. It means going up against very strong American companies and very strong Chinese and Japanese companies. The IP system in Europe is playing a key role in this regard. There has been a good diagnosis of what needs to be done here in the EU, including through the IP Action Plan.

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Håkan Dackefjord

CCO and Founder



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IP is increasingly important to keep up with global competition and successful innovations are created by entrepreneurial start-up companies in Europe. We must be strong in our home market of Europe. We must have the ability to turn our inventions into value.

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Open technology standards create opportunities for SMEs to participate in IoT ecosystems.



Håkan Dackefjord

CCO and Founder



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If technology standards were proprietary - rather than open and accessible
- this would completely limit our business and our freedom to innovate.

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Alex Agius Saliba

Member of the European Parliament, IMCO



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Open technology standards are essential for SMEs to survive.

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