**Cross-border Workshop and Press Conference**

**‘Industrial Property cross-border pre-assessment tool’ project**

**SKHU/1902/4.1/006**

**Interreg V-A Slovakia-Hungary**

**Date:** 12th May 2022 10:00-13:30

**Location:** BOKIK headquarters, H-3525 Miskolc, Szentpáli 1., 4th floor

(**SK-HU/HU-SK simultaneous interpretation is provided throughout the event**)

**Programme:**

from 09:30 ***Registration and press conference***

10:00-10:10 ***Welcome speech***

Bihall Tamás, the chairman of Chamber of Commerce and Industry of Borsod-Abaúj-Zemplén County

10:10-10:40 ***Industrial property rights for the competitiveness of the companies***

Tóth Gábor expert of intellectual property, Hungarian Intellectual Property Office

10:40-11:10 ***Trademarks as important tools of market competition***

Szép Erika expert of trademarks and brands, Danubia Group

11:10-11:40 **Introducing *‘InProTool’ project***

Elena Stieranková project manager, Chamber of Commerce and Industry of Banská Bystrica

11:40-11:55 **Patents at *FUX Zrt.***

Dr. Barkóczy Péter director of product and quality development, FUX Zrt. enterprise

11:55-12:10 ***Bükk National Park introduces the Trademark of Bükk National Park***

Rónai Kálmánné director, Bükk National Park

12:10-12:20 ***Final reflections and farewell***

Bihall Tamás, the chairman of Chamber of Commerce and Industry of Borsod-Abaúj-Zemplén County

from 12:20 ***Lunch buffet***

***Industrial property rights consultation opportunities are available after the lunch buffet.***