



Università
Ca' Foscari
Venezia



Camera di Commercio
Venezia



EVLIA
Making full value of good ideas by leveraging
intellectual assets for financing SMEs in SEE

Friday, 7th March 2014

10.00 a.m.

Veneto Region building

**THE VALORISATION OF INTANGIBLE ASSETS: AN
OPPORTUNITY FOR SMALL and MEDIUM ENTERPRISES**



**SOUTH EAST
EUROPE**
Transnational Cooperation Programme



Programme co-funded by the
EUROPEAN UNION

Jointly for our common future



REGIONE DEL VENETO



Università
Ca' Foscari
Venezia



Camera di Commercio
Venezia



EVLIA

Making full value of good ideas by leveraging
intellectual assets for financing SMEs in SEE

In the framework of the Mid-term event of the EVLIA project: "Making full value of good ideas by leveraging Intellectual Assets for financing SMEs in South East Europe", the Chamber of Commerce Venice, the Veneto Region and Ca 'Foscari University of Venice are organizing a seminar exploring the value of Intangible Assets for the development of SMEs and the methodologies of valorisation and evaluation at local and European level.

VENETO REGION – Palazzo Grandi Stazioni
Cannaregio 23, Fondamenta S. Lucia
30121 Venice - ITALY
Meeting room name: Sala Polifunzionale, second floor

AGENDA

Time	Topic	Speaker
10.00	Registration of participants	
10.30	Welcome speeches	Veneto Region <i>Dott. Antonio Bonaldo</i> Chamber of Commerce of Venice <i>Avv. Mario Feltrin</i> Cà Foscari University of Venice <i>Prof. Giorgio Bertinetti</i>
10.45	Presentation of EVLIA project	Chamber of Commerce of Venice EVLIA Project Manager <i>Dott. Roberto Sandrini</i>
11.00	IP and Intangible Assets Valorization – an Overview of the results of the activities of the European Commission.	Representative of the European Commission, DG Research & Innovation, Brussels
11.20	The role of intangibles in credit risk assessment: the view of supervisors	Representative of ABI – Italian Association of Banks <i>Dott.ssa Francesca Macioci</i>



**SOUTH EAST
EUROPE**
Transnational Cooperation Programme



Programme co-funded by the
EUROPEAN UNION

Jointly for our common future



REGIONE DEL VENETO



Università
Ca' Foscari
Venezia



Camera di Commercio
Venezia



EVLIA
Making full value of good ideas by leveraging
intellectual assets for financing SMEs in SEE

11.40	The EVLIA approach for the identification of relevant Intangible Assets	Cà Foscari University of Venice <i>Prof. Marco Vedovato</i>
12.00	The methodology for the identification and description of competitively relevant Intangible Assets within EVLIA project	TTP LAB - Technology Transfer Program & Laboratory <i>Dott.ssa Sara Giordani</i>
12.30	Methodologies for the Evaluation of Patents and Trademarks: two cases of a Standardized Approach from Austria	ECONOMICA – Institute of Economic Research <i>Mag. Alexander G. Weltz</i>
13.00	Discussion	
13.30	Conclusions and lunch break	

Moderator: Prof. Antonio Proto - Cà Foscari University of Venice

For information:

International Project Office

Chamber of Commerce of Venice

E-mail: programmazione.comunitaria@ve.camcom.it

Tel: 0039 041-786412



**SOUTH EAST
EUROPE**
Transnational Cooperation Programme



Programme co-funded by the
EUROPEAN UNION

Jointly for our common future