

EU 13 Roadshow
Sunday 23 November 2025
KEDEA Aristotle University of Thessaloniki, Thessaloniki, Greece

**Empowering Innovation in Academia:
The Strategic Value of Intellectual Assets**

PROGRAMME

10:30 - 11:00	Registration
11:00 - 11:15	Welcome <i>Prof. Aristeidis Samitas, Vice-Rector of Finance and Development, National and Kapodistrian University of Athens, Scientific Coordinator of Technology Bridge Network</i> <i>Ivana Vuka, European IP Helpdesk</i>
11:15 - 12:45	From Lab to Market: value of Intellectual Assets EU IP Helpdesk experts • Basics of IP in collaborative research projects • IP under the Horizon Europe • Building blocks for successful IP management and exploitation in HEU • Role of the TTOs in grant preparation and sustainability Q&A
12:45 – 13:00	Coffee Break
13:00 - 13:45	Success stories of IPR management and valorisation Moderator: EU IP Helpdesk (Ivana Vuka) Speakers: - Prof. Nikolaos Fachantidis, Head of Laboratory of Informatics and Robotics Applications in Education and Society at UoM - Maria Moutsiou, Managing Partner of INEM Technologies P.C. - Eleftheria Athanassiadou, IP Protection Manager at CHIMAR HELLAS SA
13:45 - 14:00	EU innovation support landscape <i>Bruna Pausic, European IP Helpdesk</i>

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