



## NCPs training session

### Portugal

26 November 2009

Knowledge Society Agency (**UMIC**)  
Ministry of Science, Technology and Higher Education

TagusPark, Edifício Inovação 1 - 2º - Sala 124  
2740 - 122 Porto Salvo  
PORTUGAL

In the framework of the 2nd cycle of the eServices Europa project [www.eservices-europa.eu](http://www.eservices-europa.eu) a major training, informative and networking event, bringing together the ICT PSP NCPs, their constituencies and other stakeholder, is hosted by the Portuguese ICT PSP National Contact Point.

In line with the eServices Europa project's main mission of providing support to the NCPs network and help ICT PSP projects to promote their results, the event is divided in a 2- day session.

Below, a summary of the training topics:

- *Business, marketing and dissemination strategies* - business strategies and promotion of entrepreneurship and creation of new companies, defining the value proposition and position, presentation techniques, developing a marketing plan for ICT products.
- *IPR* under CIP ICT PSP: ownership, access rights, protection, dissemination, exploitation, establishing consortium agreements.
- Tutorial on the use of the eServices Europa portal and NCPs restricted area

Day 1 will also foresee a group discussion focused on the type of support activities to be provided by the eServices-Europa team to the NCP network for 2010.

## AGENDA

Time	Session	Moderator/Trainer
09:00-10:00	Welcome and round-the-table presentations	Hugo Gonçalves, INNOVA Europe
10:00-12:00	Business, marketing and dissemination strategies	Eric Chataigné, Intrasoft International
	Discussion with the floor	
12:00-13:00	Lunch break	
13:00-15:00	Intellectual Property Rights in CIP ICT PSP	Stéphane Beslier, IPR Helpdesk
	Discussion with the floor	
15:00-16:00	eServices Europa web-portal	Francesca Borrelli, Intrasoft International Silvia Pietropaolo, INNOVA Europe
16:00-17:00	Brainstorming on eServices Europa NCPs network animation activities for 2010	Hugo Gonçalves, INNOVA Europe