



Companies and Intellectual
Property Commission
a member of the **dtic** group



The practical intellectual property support programme for SMMEs — South Africa

The Africa IP SME Helpdesk and the South African Companies and Intellectual Property Commission will host a one-day programme for small, medium and micro enterprises (SMMEs). Supported by the EU Delegation to the Republic of South Africa and the EU Chamber of Commerce and Industry in Southern Africa, the seminar is for SMMEs seeking to maximise their competitive edge in the green economy through intellectual property (IP).

The green economy is an emerging sector focused on promoting sustainable development and reducing carbon emissions. In this respect, SMMEs have the possibility to achieve a competitive advantage by producing green products and services. There is high demand for eco-friendly products and services, and implementing energy-efficient practices as well as reducing waste can help SMMEs grow their business exponentially while contributing to a circular economy.

This seminar will provide both South African and EU-based SMMEs with practical IP information on compliance, commercialisation strategies, support services and navigating the green economy.

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