



Shared Prosperity Dignified Life



القمة العربية
لريادة الأعمال
فرص عابرة للحدود

ARAB SMEs SUMMIT
Opportunities Beyond Borders

Amman, 30 October - 1 November 2022

عمان، 30 تشرين الأول/أكتوبر - 1 تشرين الثاني/نوفمبر 2022



30 October 2022 | 14.00-16.30

Time	Session	Speakers
14.00-15.00	<p>Intellectual Property for Entrepreneurs</p> <p>Raising awareness for entrepreneurs and startups about Intellectual Property (IP). Session will cover:</p> <ul style="list-style-type: none">• Introduction and definition of the IP services<ul style="list-style-type: none">• Type of IP services• TM as well as its types• The importance of TM• The TM business value<ul style="list-style-type: none">• Copyrights	<p>Barhoum Yacoub, Intellectual Property Portfolio Manager, Talal Abu Ghazaleh Intellectual Property</p> <p>www.aqip.com</p>
15.00-16.30	<p>Cybersecurity</p> <p>This session is focused on introducing the importance of cybersecurity to SMEs and the threats of cybersecurity to businesses, alongside the strategies that SMEs can apply to mitigate them:</p> <ul style="list-style-type: none">• What is Cybersecurity• Why is Cybersecurity important in the modern day and age<ul style="list-style-type: none">• Cyber Statistics and Trends for SMEs• Common Cyber Threats• Mitigation Strategies and Countermeasures<ul style="list-style-type: none">• Closing Notes	<p>Eng. Mohammad Al-Kayed, Director of Cyber Defence, Black Mountain</p> <p>www.blackmountain.ae</p>