



By Fruitnet.com Staff

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IP comes under scrutiny at FFSEE

Question of how to secure adequate protection for intellectual property will be key topic at Fruitnet Forum in Belgrade



Following the recent announcement of several expert speakers for this year's **Fruitnet Forum South-East Europe**, the annual conference and networking event for the region's fresh produce business, organiser Fruitnet Media International has added a new feature to this year's programme looking at the increasingly important area of intellectual property.

New to this year's programme, the segment will focus on protection of intellectual property, a major challenge for investors and entrepreneurs looking to develop production and exports in the south-east European horticulture business.

Lidija Djerič, attorney at law at Popovic Popovic & Partners, will highlight some of the challenges faced by fruit and vegetable producers and breeders in the region when it comes to plant breeders rights and IP, offering some potential solutions that could enable such challenges to be overcome.

Fruitnet Forum South-East Europe returns to Belgrade on 21-22 November 2018 to make sense of the latest market trends, as interest in the region's fresh fruit and vegetable supply continues to grow.

Companies in south-east Europe will have the chance to learn from leading

experts in the international fresh produce business at this year's event.

Now in its third year, the annual event brings together leading suppliers and buyers involved in the region's fresh fruit and vegetable industry to discuss the latest market trends and learn about new commercial opportunities.

More information on how to register for the event can be found at www.fruitnetforumsee.com