

The Leverhulme Programme Team

Mohamed Amal

Leverhulme Visiting Professor

Professor of International
Economics & International Business
University of Blumenau
(FURB/Brazil)

With over two decades of
academic experience across the
Americas and Europe, Professor
Amal is a leading voice in
international economics and
foreign direct investment.

Suelen Carls

Senior Lecturer in Intellectual
Property Law at Bournemouth
University (BU)
Law Professor at University of
Marília (Unimar/Brazil)
IP Expert at World Intellectual
Property Organization (WIPO)
Academy

Join Us Across the Series

This three-part programme invites you
to explore the economic, legal, and
strategic issues shaping Latin
America's place in the world.

- **Lectures** offer essential insights
and regional perspectives.
- **Seminars** invite lively exchange on
diplomacy and global partnerships.
- The **Research Methods Workshop**
equips you with practical tools to
investigate how IP strategies,
trade, and investment connect.

Together, these sessions are designed
to spark ideas and build connections
across disciplines and perspectives.

Fusion Building, F304.

The programme concludes with a
special presentation session in January
2026, where participants share their
work and receive feedback from an
expert panel.

Leverhulme Programme on Intellectual Property & International Business

With

**Prof. Mohamed Amal &
Dr Suelen Carls**



REGISTRATION



BU Bournemouth
University

CIPPM 25

LECTURE & SEMINAR SERIES

Lecture #1

Economic & Business Scene in Latin America

Explore key trade and investment trends shaping Latin America's role in the global economy.

Lecture #2

International Business in Latin America

Understand how multinationals and local firms use IP to grow and compete across borders

Lecture #3

Regional Integration, Trade Agreements & Intellectual Property

Learn how regional trade blocs like Mercosur impact IP, law, and investment strategy.

October 14, 15 & 16
12.30–14.00

Seminar #1

Latin America & the US: Building Sustainable Strategic Alliances

Explore how US–Latin America relations shape IP strategies and regional cooperation.

Seminar #2

Latin America and the European Union: A Strategic Partnership

Understand how trade and regulatory ties with the EU drive innovation and development.

Seminar #3

Latin America and the UK: How to Build a Strategic Partnership?

Compare pre- and post-Brexit dynamics and explore new paths for strategic collaboration.

November 10, 12 & 14
11.30–13.00

WORKSHOP ON RESEARCH METHODS

Modelling IP Strategies,
FDI & Trade Agreements

Session #1: Theoretical
Foundations – IP, trade, and
international law

Session #2: Quantitative Modelling
– Using data on FDI, MNCs & IP

Session #3: Qualitative Case
Studies – Latin American firms in
the US & EU

Special Session: Attendees's
presentations with Q&A and
comments by Special Guest Panel.

December 2, 3 & 4
12.30–14.00
January 13
9.00–12.00