**IP HONG KONG-EUROPEAN UNION SERIES 2013**

**FLAGSHIP EVENT**

**HK/EU EXPERT CONFERENCE -**

“COOPERATION IN PROTECTING & DEVELOPING IP AND BRANDS: CURRENT SITUATION & FUTURE TRENDS”

**SEPT 2 (MON) 9AM - 2PM**

HKBU

**CREATIVITY COMPETITION --**

**SEPT 18 (WED) 4:30 - 6:20PM**

HKBU

**WARM-UP SEMINAR**

“PROTECTING CREATIVITY & INNOVATION: IPR FOR PRODUCTS, BRANDS & SERVICES”

i. **MASCOT DESIGN**

ii. **VISUAL ARTS / SHORT FILM PRODUCTION**

**PUBLIC SEMINARS ---**

**OCT 11 (FRI) 4:30 - 6:20PM**

HKBU

**OCT 25 (FRI) 4:30 - 6:20PM**

CUHK

**OCT 18 (FRI) 4:30 - 6:20PM**

HKBU

**NOV 1 (FRI) 4:30 - 6:20PM**

CUHK

**NOV 7 (THU)**

HKBU

**NOV 14 - 15 (THU - FRI)**

HONG KONG

**DEC 5 - 6 (THU - FRI)**

MACAU

**“EUROPEAN BRANDS IN HK: BRAND-BUILDING & PROTECTION”**

➤ **MR. MAYANK VAID**

CHAIRMAN OF EUROPEAN BRANDS PROTECTION COUNCIL

➤ **PROF. GERARD PRENDERGAST**

HEAD OF DEPARTMENT OF MARKETING, HKBU

**“IPR PROTECTION IN HK & THE EU”**

➤ **MS. MINA NG**

INTELLECTUAL PROPERTY ENFORCEMENT EXECUTIVE

LVMH FASHION GROUP PACIFIC LIMITED

➤ **DR. EMMANUEL GILLET**

VISITING SCHOLAR

EUROPEAN UNION ACADEMIC PROGRAMME HONG KONG

**“HONG KONG AND EU: CYBER IP LAW”**

➤ **MS. ALICE LEE**

ASSOCIATE PROFESSOR

FACULTY OF LAW, UNIVERSITY OF HONG KONG

➤ **DR. EMMANUEL GILLET**

VISITING SCHOLAR

EUROPEAN UNION ACADEMIC PROGRAMME HONG KONG

**“IP & BRAND PROTECTION IN THE CULTURAL/Creative Industries in HK & THE EU”**

➤ **MR. PHILIPPE KERN**

DIRECTOR OF KEA, EUROPEAN AFFAIRS

**FOR FURTHER DETAILS, VISIT**

http://europe.hkbu.edu.hk/euap/iphk-eu/

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EUROPEAN UNION ACADEMIC PROGRAMME HONG KONG

CO-ORGANIZER:

European Brands Protection Council

EUROPEAN CHAMBER OF COMMERCE IN HONG KONG

SUPPORTING ORGANIZATIONS:

Academy of Visual Arts

KEA

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