IP HONG KONG-EUROPEAN UNION SERIES 2013

FLAGSHIP EVENT
HK/EU EXPERT CONFERENCE -
"COOPERATION IN PROTECTING & DEVELOPING IP AND BRANDS:
CURRENT SITUATION & FUTURE TRENDS"

SECTION I
"HONG KONG – EUROPEAN UNION COOPERATION IN PROTECTING AND DEVELOPING INTELLECTUAL PROPERTY AND BRANDS"

SPEAKERS:

- MR. ANDERS JESSEN
  HEAD OF UNIT
  FOR PUBLIC PROCUREMENT & INTELLECTUAL PROPERTY, DG TRADE
  EUROPEAN COMMISSION

- MR. ALBERT HO
  ASSISTANT COMMISSIONER
  INTELLIGENCE AND INVESTIGATION BRANCH
  HONG KONG CUSTOMS
  HKSAR

SECTION II
"STRATEGIES FOR PROTECTING IPR – FUTURE TRENDS"

SPEAKERS:

- MR. PETER K. F. CHEUNG
  DIRECTOR
  INTELLECTUAL PROPERTY DEPARTMENT
  HKSAR

- MR. MAYANK VAID
  CHAIRMAN
  EUROPEAN BRANDS PROTECTION COUNCIL
  & INTELLECTUAL PROPERTY DIRECTOR
  LOUIS VUITTON ASIA PACIFIC
  LVMH FASHION GROUP PACIFIC LTD

- MR. MATTHEW LAIGHT
  EU CHINA IPR SME HELPDESK EXPERT
  & HEAD OF BIRD & BIRD’S INTELLECTUAL PROPERTY GROUP FOR CHINA

2 SEPTEMBER 2013  9AM - 2PM
VENUE: AAB201 (AUDITORIUM)
ACADEMIC AND ADMINISTRATIVE BUILDING
HONG KONG BAPTIST UNIVERSITY
BAPTIST UNIVERSITY ROAD, KOWLOONG TONG

FOR EVENT AGENDA & REGISTRATION FORM, VISIT
http://europe.hkbu.edu.hk/euap/iphk-eu/

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