THE FAKE: REAL

A CRIMINAL PRODUCTION

PRESENTED BY
CRIMINAL OFFENSE
STARRING
TOXIC CHEMICALS
ILLEGAL TRADE
LOSS OF JOBS
MONEY LAUNDERING
HARMS CREATIVITY

PRODUCED BY
CHILD LABOUR
POOR QUALITY
SAFETY HAZARDS
UNFAIR COMPETITION
LOSS OF TAX
DISRESPECT

DIRECTED BY
CRIMINAL ORGANIZATIONS

“FAKES CAN KILL.”
EUAP

“WHY INTELLECTUAL PROPERTY RIGHTS?”
DR. LAM YAN YAN

“How is it related to you?”
MR. PETER BENZ

“Come, we’ll show you!”
A MEMBER OF THE EBPC

WARMING! UP SEMINAR
FOR IP CREATIVE COMPETITION: MASCOT DESIGN, VISUAL ARTS & SHORT FILM
“PROTECTING CREATIVITY & INNOVATION: IPR FOR PRODUCTS, BRANDS & SERVICES” 18. SEPT

18 SEPT 2013 (WED) 4:30 - 6:30 PM
AAB402L (LEARNING COMMONS)
ACADEMIC AND ADMINISTRATION BUILDING
HONG KONG BAPTIST UNIVERSITY

FOR DETAILS, VISIT
http://europe.hkbu.edu.hk/euap/phk-2013/
FOR ENQUIRIES:
E-MAIL: euaphk@hkbu.edu.hk
TEL.: (852) 3411-3599
ATTN.: MR. LEUNG KIN PONG (EUAP)

ORGANIZER:
EUROPEAN UNION ACADEMIC PROGRAMME
HONG KONG

SPEAKERS:
DR. LAM YAN YAN
HEAD, DEPARTMENT OF DESIGN FOUNDATION STUDIES
HONG KONG DESIGN INSTITUTE

MR. PETER BENZ
ASSISTANT PROFESSOR
ACADEMY OF VISUAL ARTS
HONG KONG BAPTIST UNIVERSITY

A MEMBER OF THE EBPC
EUROPEAN BRANDS PROTECTION COUNCIL

CO-ORGANIZER:
European Brands Protection Council
EUROPEAN CHAMBER OF COMMERCE IN HONG KONG

SPONSOR:
EUROPEAN CHAMBER OF COMMERCE IN HONG KONG

This project is co-funded by the European Union