

# 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. MATTHEW LAIGHT**  
EU CHINA IPR SME HELPDESK EXPERT  
& HEAD OF BIRD & BIRD'S INTELLECTUAL  
PROPERTY GROUP FOR CHINA



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

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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SUPPORTING ORGANIZATION:



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