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## Hong Kong – European Union Cooperation in Protecting and Developing Intellectual Property and Brands: Current Situation and Future Trends

2<sup>nd</sup> September 2013

AAB 201, Academic & Administration Building,

Hong Kong Baptist University, Baptist University Road, Kowloon Tong, Hong Kong

Time	Programme	Speaker
8:45-9:30	Registration	
9:30-9:35	Welcome note	Prof. Rick Wong, Vice-President (Research and Development), Hong Kong Baptist University
9:35-9:45	Opening Speech	Mr. Stefan Amarasinha, Head of Trade & Economic Section, EU Office to Hong Kong and Macau
Section I	<p><b>“Hong Kong – European Union Cooperation in Protecting and Developing Intellectual Property and Brands”</b></p> <p>One of the most effective ways to protect and enforce IPR comes through collaboration between government agencies. In this session, officials from the EU and Hong Kong will:</p> <ul style="list-style-type: none"><li>• Share the cross-border cooperation practices, including cross-border co-operation in fighting counterfeiting;</li><li>• Identify the scope and potential opportunities;</li><li>• Discuss how to improve and facilitate cooperation in the region;</li><li>• Give suggestions to brand owners on how to effectively develop a collaborative working relationship with customs to enforce the rights across the border through a robust brand protection strategy</li></ul>	Moderator: Prof. Martin Doris, Faculty of Law, Chinese University of Hong Kong



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9:45-10:15	Presentation: "The EU's engagement with Hong Kong and China on intellectual property and its implications for businesses"	Mr. Anders Jessen Head of Unit for Public Procurement and Intellectual Property, DG Trade, European Commission
10:15-10:45	Presentation: "Customs Cooperation in Protecting and Enforcing IPR"	Mr. Albert Ho, Assistant Commissioner, Intelligence and Investigation Branch at Hong Kong Customs
10:45-11:15	Q&A Session	Moderator: Prof. Martin Doris, Faculty of Law, Chinese University of Hong Kong
11:15-11:35	Coffee Break	
Section II	<b>"Strategies for Protecting IPR – Future Trends"</b> The session will focus on examining new strategies of protecting IPR and future developments. <ul style="list-style-type: none"><li>• What are future trends of IPR policies?</li><li>• What are the new strategies for protecting IPR? How effective are these strategies for European brands or European SMEs?</li></ul>	Moderator: Dr. Emmanuel Gillet, European Union Academic Programme Hong Kong
11:35-12:05	Presentation: "Intellectualproptertization: Monetizing the Trend"	Mr. Peter K F Cheung Director of Intellectual Property Department, HKSAR
12:05-12:20	Presentation: "Perspective from the European Brands Protection Council" about Future Trends of IPR Protection	Mr. Mayank Vaid, Chairman of the European Brands Protection Council of the European Chamber of Commerce in Hong Kong



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12:20-12:35	Presentation: "Perspective from the European SME" about Future Trends of IPR Protection	Mr. Matthew Laight, EU China IPR SME Helpdesk Expert
12:35-13:00	Q&A Session	Moderator: Dr. Emmanuel Gillet, European Union Academic Programme Hong Kong
13:00-13:10	Closing Remark	Mr. Peter K F Cheung Director of Intellectual Property Department, HKSAR
13:10-14:00	Networking	

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