

Organiser:

Co-organisers:



香港特別行政區政府知識產權署  
The Government of the Hong Kong Special Administrative Region  
Intellectual Property Department



## IPR Protection Seminar “Tips for SMEs on Compliance with Copyright Ordinance in Business”

23 January 2008

Rm. 601, Hong Kong Convention and Exhibition Centre

### Programme Rundown

1:45pm	Registration
2:00pm	Opening remarks - <i>Mr. Stephen Selby, Director of Intellectual Property, HKSARG</i>
2:05pm	Latest Update on Copyright (Amendment) Ordinance 2007 - <i>Ms. Ada Leung, Assistant Director of Intellectual Property Department, HKSARG</i>
2:30pm	Practical Guide for Compliance with Copyright Ordinance in Business - <i>Ms. Anita Leung, Member of the Board of Governors, American Chamber of Commerce</i>
3:00pm	Q & A session
3:10pm	Tea break
3:30pm	Enforcement Measures on Copyright Infringement in Business - <i>Mr. Ben Ho, Head of Intellectual Property Investigation Bureau (Acting), Customs and Excise Department</i>
4:00pm	Software Asset Management as Business Best Practice - <i>Ms. Ada Kong, Marketing Manager of Business Software Alliance (Hong Kong)</i>
4:30pm	Q & A session

- Remarks:
1. The seminar will be conducted in Cantonese and no simultaneous interpretation will be provided.
  2. Powerpoint of the presentations could be downloaded from the website of Intellectual Property Department at [www.ipd.gov.hk](http://www.ipd.gov.hk) after 28 January.