

Intellectual Property and the Development of SMEs

- *Innovation, Commercialization and Beyond*

18 February 2003

6/F, Hong Kong Convention and Exhibition Centre

Co-organized by

Intellectual Property Department, HKSARG and Hong Kong Trade Development Council

PLENARY SESSIONS

- 09:00-09:15 Registration (Room 601)
- 09:15-09:25 Opening Remarks
*by The Hon. Mrs. Rita Fan Hsu Lai-tai, G.B.S., J.P.,
President of Legislative Council
by Mr. Stephen Selby
Director of Intellectual Property Department, HKSARG
by Mrs. Anna Lai
Deputy Executive Director of Hong Kong Trade Development Council*
- Souvenir Presentation
*by The Hon. Mrs. Rita Fan Hsu Lai-tai, G.B.S., J.P.,
Chairman of Legislative Council*
- 09:25-09:40 Policy and Administration of Intellectual Property Protection in China
*by Mr. Qiao Dexi, Director General of International Cooperation
Department, State Intellectual Property Office of the People's Republic
of China*
- 09:40-10:40 Protection of Intellectual Property in Guangdong Province
- Latest development & government support
*by
Mr. Yuan Youlou, Director General of Department of Coordination and
Administration, Guangdong Provincial Intellectual Property Office
Mr. Liu Bansheng, Assistant Counselor of Copyright Bureau of
Guangdong Province
Mr. Wu Lichau, Vice Director of Trademark Control Department,
Guangdong Provincial Administration for Industry and Commerce
Mr. Chen Feng, Officer of Office of Laws and Regulations Affairs,
Guangdong Sub-Administration of Custom General Administration*
- 10:40-10:55 Question and Answer Session
- 10:55-11:15 Break

- 11:15-11:35 Latest Development of Intellectual Property Protection in Hong Kong
by Mr. John Wong
Ag. Chief Intellectual Property Examiner (Multi-tasks) of Intellectual Property Department, HKSARG
- 11:35-12:05 The Intellectual Property Rights and Management of the 2008 Beijing Olympics
by Mr. Li Yanjun, Deputy Director of Coordination Division, Legal Affairs, Beijing Organizing Committee for the Games of the XXIX Olympiad
- 12:05-12:25 International Merchandise Licensing in Hong Kong – Walt Disney Consumer Products
by Ms. Rose Ng
Country Director of Hong Kong Disney Consumer Products, Walt Disney Company (Asia Pacific) Limited
- 12:25-12:40 Question and Answer Session
- 12:40-14:00 Lunch Break

CONCURRENT SESSIONS

<i>Time</i>	<i>Product Industry (Room 603)</i>	<i>Time</i>	<i>Service Industry (Room 604)</i>
14:15-14:30	Registration	14:15-14:30	Registration
14:30-14:50	Business Opportunities through Effective Brand Management and Innovation <i>By Deputy Chief Executive Officer of U-Right International Holdings Limited, Mr. Raymond Chui</i>	14:30-14:50	Commercialization of Intellectual Property Rights through Licensing <i>By Ms. Rebecca Lo of Law Society of Hong Kong,</i>
14:50-15:10	How to protect product design? <i>By Ms. Anne Choi of Asian Patent Attorney Association Hong Kong Group</i>	14:50-15:10	How to use Corporate Goodwill to Build Personal Business – The Success of 7-Eleven (Case Study) <i>By The Dairy Farm Company Limited – 7-Eleven Franchising and Customer Service Controller, Mr. Dallas Cheung</i>
15:10-15:30	Tea Break	15:10-15:30	Tea Break
15:30-15:50	Brand Name and Trade Mark Management: Adaptability to Changes – The Only Way Out to Success (Case Study) <i>by Managing Director of Wai Yuen Tong Medicine Holdings Ltd., Mr. Thomas Chan</i>	15:30-15:50	Copyright Protection of Software <i>by Chair of Business Software Alliance, Mr. Ringo Wong</i>
15:50-16:10	Effective Intellectual Property Management and Brand Management (Case Study) <i>By Customer Service, Retail Product and Training Manager of Seven Sea Chemicals (Holdings) Ltd., Mr. Anthony Ngai.</i>	15:50–16:10	Development and Commercialization of Locally Developed Software (Case Study) <i>By Managing Director of Infrasy (HK) Ltd., Mr. Alex Chan</i>
16:10-16:30	From Product Design, Production to Promotion (Case Study) <i>By Managing Director of Andy Law Design Associates, Mr. Andy Law</i>	16:10-16:30	Creative Industry and Intellectual Property for Commercial Application <i>By Head of Multimedia Innovation Centre, The Hong Kong Polytechnic University, Dr. Gino Yu</i>

Remarks: The seminar programme is conducted in Cantonese/ Mandarin.