

**Seminar on Intellectual Property and Development of SMEs**  
**– *Innovation, Commercialization and Beyond***

Date : 2 September 2003 (Tuesday)

Time : 9:45am to 4:30pm

Venue : Wu Zhou Guest House (No. 6001 Shennan Road, Shenzhen)

**Programme rundown (tentative)**

- 9:45am      Opening Remarks:
- Mr Liu Ying-li, Deputy Mayor of Shenzhen Municipality
  - Mr Stephen Selby, Director of Intellectual Property, HKSARG
  - Mr Li Zhong-duo, Director General, Guangdong Provincial Intellectual Property Office
  - Mrs Anna Lai, Deputy Executive Director, Hong Kong Trade Development Council
- 10:00am      Souvenir Presentation
- 10:05am      Policy and Management of Intellectual Property Protection in the People's Republic of China
- Speaker: Mr Qiao De-xi, Director General, International Cooperation Department, State Intellectual Property Office of the People's Republic of China
- 10:25am      Development of Intellectual Property Related Services in Shenzhen after China's Accession to WTO
- Speaker: Mr Zhang Jin-sheng, Deputy Director, Shenzhen Bureau of Foreign Trade and Economic Cooperation and, Director, Shenzhen WTO Affairs Centre
- 10:35am      Latest Development of Intellectual Property Right Protection in Guangdong Province
- Speakers: Mr Tang Shan-xin, Deputy Director General, Guangdong Provincial Intellectual Property Office
- Mr Liu Ban-sheng, Assistant Counselor of Copyright Bureau of Guangdong Province
- Mr Wu Li-chao, Vice Director of Trademark Control Department, Guangdong Provincial Administration for Industry and Commerce
- Mr Wang Jun, Guangdong Sub-Administration of Custom General Administration
- 11:15am      Question and Answer Session
- 11:30am      Break

- 11:50am Latest Development of Intellectual Property Right Protection in Hong Kong  
Speaker: Mr John Wong, Chief Intellectual Property Examiner, Intellectual Property Department, HKSARG
- 12:05pm Legal and Policy Framework on Intellectual Property Rights Protection and Introduction to Licensing Business Plan for the 2008 Beijing Olympic Games  
Speakers: Mr Li Yan-jun, Deputy Director, Coordination Division, Legal Affairs Department, Beijing Organizing Committee for the Games of the XXIX Olympiad  
Miss Dora Qu, Deputy Director of Licensing Division, Market Department, Beijing Organizing Committee for the Games of the XXIX Olympiad
- 12:40pm Question and Answer Session
- 12:55pm Lunch Break
- 2:15pm Concurrent session – Product Industry (Please refer to next page)
- 2:15pm Concurrent session – Service Industry (Please refer to next page)
- 4:30pm End of programme

## Programme for the Concurrent Sessions

Time	Product Industry	Time	Service Industry
14:15 – 14:30	Registration	14:15 – 14:30	Registration
14:30 – 14:50	How to Protect Product Design? <i>Speaker: Mr Anthony Tong, Member of the Design Committee, Asian Patent Attorneys Association Hong Kong Group</i>	14:30 – 14:50	Developing a Licensing Business – a Case Study on a Cartoon Characters Licensing Business <i>Speaker: Mr Wilson Lee, Licensing Manager, Bubble Mon Licensing (International) Co Ltd</i>
14:50 – 15:10	Business Value of Patented Products – a Case Study in the Biotechnology Industry <i>Speaker: Professor Joseph Tam Wing-on, Chief Scientific Officer, Hong Kong S&amp;T Limited</i>	14:50 – 15:10	Commercialization of Intellectual Property Rights through Licensing <i>Speaker: Ms Rebecca Lo, Law Society of Hong Kong</i>
15:10 – 15:30	Tea Break	15:10 – 15:30	Tea Break
15:30 – 15:50	How to Protect your Trade Mark? <i>Speaker: Mrs Peggy Cheung, President, Hong Kong Institute of Trade Mark Practitioners</i>	15:30 – 15:50	Successful Brand Building and Marketing in Mainland China <i>Speaker: Ms Janet Cheang, Executive Director, CultureTainment Services Ltd</i>
15:50 – 16:10	Brand Name and Trade Mark Management: Adaptability to Changes – a Case Study in Chinese Herbal Medicine Industry <i>Speaker: Mr Thomas Chan, Managing Director, Wai Yuen Tong Medicine Holdings Ltd</i>	15:50 – 16:10	Software Development and its Commercialization – Case Study by a Software Developer <i>Speaker: Mr Leung Lap Yan, Chairman, Q9 Technology Holdings Limited</i>
16:10 – 16:30	From Product Design, Production to Distribution – a Case Study in Product Design <i>Speaker: Mr York Wong, President, Konstar Industries Ltd</i>	16:10 – 16:30	Multi-media Creative Production and its Commercial Application <i>Speaker: Dr Wan Wang-gen, General Manager, The Hong Kong Polytechnic University Shenzhen Multimedia Innovation Center</i>

**Remarks:** The Seminar will be conducted in Cantonese or Putonghua.