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B.I.P. Forum Business of Intellectual Property Forum

The importance of intellectual property (I.P.) to business cannot be overstated, especially in today's drastically changing and unpredictable economy. Innovation is key to survival. Companies of all natures and sizes can no longer risk neglecting innovation – including intangible assets such as intellectual property rights, design patents, copyrights and trademarks – or they run the risk of falling behind.

Effective I.P. management is a vital source of business solution especially in the current economic environment. I.P. can help enterprises in almost every aspect of business development and competitive strategy. This includes generating income, upgrading business models, expanding the scope of services and increasing business value.

For the second year running, B.I.P. Forum provides an insightful platform for I.P. experts and companies of all sizes, to share critical strategies and situations in the management, deployment and protection of I.P. in today's highly volatile world of trade and business. Real-world examples will demonstrate the uses and benefits of I.P. to all enterprises regardless of nature or size.

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Dennis Chan



James Conley



Douglas Glen



David Llewelyn



Richard Mille



Victoria Wang



CK Yeung

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Speakers include:

- Dennis Chan, Qeelin, Hong Kong
- James Conley, Kellogg School of Management, USA
- Douglas Glen, IMAGI STUDIO, Hong Kong
- David Llewelyn, King's College London, United Kingdom
- Richard Mille, Richard Mille Watches, USA
- Victoria Wang, Intellectual Property Institute, United Kingdom
- CK Yeung, Blue Box Holdings Ltd., Hong Kong

Date : 11 December 2008 (Thursday)
 Time : 2-6 pm
 Venue : Hong Kong Convention & Exhibition Centre
 Registration : **FREE ADMISSION** on first-come, first-served basis. Pre-registration is required.
 For details, please visit: www.bodw.com

Business of Design Week 2008

Date : Monday 8 December – Saturday 13 December
 Venue : Hong Kong Convention & Exhibition Centre (HKCEC)
 Organiser : Hong Kong Design Centre (HKDC)

BODW is the flagship event of Hong Kong Design Centre (HKDC) and funded by the Hong Kong SAR Government's Innovation and Technology Commission.

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