



Mr Stephen Kai Wong
Director, Hong Kong Economic and Trade Affairs (Central Europe)
The Government of the Hong Kong Special Administrative Region

requests the pleasure of your company
at a reception-cum-presentation

on Wednesday, 23rd September 2009 at 6:30pm
at Hôtel Bristol, 10 rue du Mont-Blanc, 1201 Genève

on the occasion of the visit of

Mr Stephen Selby
Director of Intellectual Property
The Government of the Hong Kong Special Administrative Region

R.S.V.P by 18th September 2009

Business attire

PROGRAMME

- 6:15pm Registration
- 6:30pm Opening Remarks by Mr Stephen Kai Wong
Director, Hong Kong Economic and Trade Affairs (Central Europe)
The Government of the Hong Kong Special Administrative Region
- 6:35pm **Classic IP, Pop IP and New Wave IP**
Presentation by Mr Stephen Selby, Director of Intellectual Property
The Government of the Hong Kong Special Administrative Region
- 7:05pm Questions and Discussion
- 7:20pm Reception

REGISTRATION

Please register until September 18th 2009 by using the reply form in the enclosed letter.



Hong Kong Economic and Trade Office, Berlin
The Government of the Hong Kong Special Administrative Region



Reception-cum-Presentation

organised by

Hong Kong Economic and Trade Office, Berlin
The Government of the Hong Kong Special Administrative Region

Wednesday, 23rd September 2009, 6:30pm

Mr Stephen Selby, Director of Intellectual Property, the Government of the Hong Kong Special Administrative Region, will deliver a presentation entitled “**Classic IP, Pop IP and New Wave IP**” before the reception.

He will discuss the disadvantages of the classic IP system for small and medium enterprises (SMEs) in Asia. He will describe the work that Hong Kong is doing to introduce a 'prevention is better than cure' self-help toolbox to help SMEs to protect their valuable enterprise knowledge in uncertain times. The self-help toolbox can also support the major players to protect their intellectual property in a more cost-effective way.

Date: Wednesday, 23rd September 2009, 6:30pm
Venue: Hôtel Bristol, 10 rue du Mont-Blanc, 1201 Genève, Switzerland
(near train station Cornavin or TPG line 8, stop Mont-Blanc)

REGISTRATION

Please register no later than Friday, 18th September 2009 by fax, phone, or email to:
Ms Beate Unterumsberger, Senior Assistant to Director, Hong Kong Economic and Trade Office, Berlin
Tel.: +49 30 2266 77234; Fax: +49 30 2266 77288; Email: beate_unterumsberger@hketoberlin.gov.hk

Company: Name of participant:

Additional guest(s):

Address:

Tel: E-mail:

Place & Date: Signature:



This event is supported by the Swiss-Hong Kong Business Association.
In case of oversubscription, priority will be given to members of the Association.

