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Director General
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Shen Changyu
Commissioner
State Intellectual Property Office of the People’s Republic of China

Programme Highlights – IP: Transforming Global Business

Plenary Sessions
1) Sustainable IP Business Model in the Ever-changing World
2) Global Trends for IP Licensing Strategies
3) IP Opportunities under the Belt and Road Initiative

Concurrent Breakout Sessions
IP Practical Tips
Industry-Specific IPs
Asian Trends

For full programme, click HERE
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- 80+ internationally renowned speakers
- Expanded exhibition zone
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- Innovation & IP Week

Concurrent events:

- World SME Expo
- Inno Design Tech Expo

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Hong Kong Trade Development Council

Tel: (852) 1830 668
Fax: (852) 2584 0249
Email: bipasia@hktdc.org