

# Business of IP Asia Forum

7 December 2012 • Hong Kong Convention and Exhibition Centre

## *A Must-not-Miss Regional Anchor IP Event*

Learn from **40 international IP experts** about the industry  
Network with **1,000+ IP professionals and business leaders**  
Enjoy **complimentary business matching service**

Time	Programme
09:40 – 10:45	<b>Plenary Session – Global IP Business: Trends and Strategies</b>
11:00 – 12:00	<b>Panel Discussion (1) – IP in the 21st Century: Trading Out of the Box</b>
12:15 – 13:45	<b>Keynote Luncheon</b>
14:00 – 15:00	<b>Panel Discussion (2) – Asia’s New IP Landscape</b>
<b>Concurrent Breakout Sessions</b>	
15:00 – 16:00	Practical Legal Tips for Entering the Chinese Market
	IP in Biotechnology and Traditional Chinese Medicine
	How Much is Your IP Worth?
16:00 – 17:00	Trademark and Licensing
	Latest Trends on Software Copyrights
	Design for Internationalisation

\* Programme is subject to change without prior notice. Registration is on a first-come-first-served basis.

◆ Check more details at [www.bipasiaforum.com](http://www.bipasiaforum.com) ◆

### **Special Offers** to referrals of **NAMI**:

- ◆ **HKD100** (Forum Pass) Register at: [www.bipasiaforum/en/suporg100/html](http://www.bipasiaforum/en/suporg100/html)
- ◆ **HKD400** (Full Pass, inclusive of Keynote Luncheon)  
Register at: [www.bipasiaforum/en/suporg400/html](http://www.bipasiaforum/en/suporg400/html)

## Enquiries

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#### Organisers:



#### Concurrent Events:

