

Communiqué

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KEA to collaborate with Hong Kong Baptist University on promoting Intellectual Property Rights & Brands Protection

KEA, the leading European research and advisory centre on culture and creative industries with a regional office in Shenzhen China, is collaborating with the Hong Kong Baptist University in the framework of the European Union Academic Programme (EUAP) to organize a series of intellectual property rights conferences and seminars between September and December 2013.

In collaboration with the European Chamber of Commerce in Hong Kong and the European Brands Protection Council, the conferences and seminars will target CCI practitioners, start-up entrepreneurs/business managers as well as students, with the goal of fostering IPR dialogue between the EU and HK/China, explaining current IPR policies and raising public awareness. It will compare European and Hong Kong experiences in the CCI and address the issue of international safeguards for cultural and creative intellectual property. The seminars will take place in Hong Kong and Macau.

Philippe Kern, KEA's founder and Managing Director, will intervene as EU expert speaker for the seminar "Intellectual Property and Brand Protection in the Cultural/Creative Industries in Hong Kong and the European Union" taking place on November 14-15 in Hong Kong, and December 5-6 in Macau.

The full programme of the seminars can be found at the EUAP official website:
<http://europe.hkbu.edu.hk/euap/iphk-eu/>

For further information about KEA, please consult our new website: www.keanet.eu

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Established in 1999, KEA is a Brussels/Shenzhen -based strategic consultancy and research centre providing advice, support and research in relation to creative industries, cultural, entertainment, media and sport sectors.