

Seminar " Proper Management of Intellectual Property for Upgrading and Transformation "



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
9 March 2023 (Thu) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

Intellectual Property ("IP") can be as valuable as tangible assets. How can SMEs grasp the opportunities brought by IP to achieve upgrading and transformation? In this seminar, IP expert will explain the relationship between IP and business upgrade and transformation, including the role and significance of IP, ways of capitalising on IP to reflect brand values, as well as considerations before exploring new markets. Expert will also share the difficulties frequently encountered in IP application and answer questions in the Q&A session, with a view to assisting SMEs to build, manage, and leverage IP strategically for branding and upgrading.

This seminar is one of the seminars under the SME Service Centers' "4-in-1" Seminar Series. For details, please press [here](#).

Details



Date: 9 March 2023 (Thu)

Time: 3:00 - 5:00 p.m.

Venue: Support and Consultation Centre for SMEs
of the Trade and Industry Department (SUCCESS)
Room 1301, 13/F, Trade and Industry Tower,
3 Concorde Road, Kowloon City

Language: Cantonese

Speaker: **Dr Alex Lau**

- Chairman, SME Global Alliance Intellectual Property Committee;
- Partner, Hong Kong Intellectual Property Advisory Service Limited