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“Intellectual Property as Part of a Support Framework in Business Management Strategy” Workshop

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Source : Legal Affairs Bureau

The workshop on “Intellectual Property as part of a support framework in Business Management Strategy”, as organised by the Macao Economic Services (DSE) and integrated as part of the 3rd Macao SAR–EU Co-operation Programme in the Legal Field, is going to take place on October 10 and 11, from 9:30 to 12:40, in the Auditorium of the Public Administration Building located in Rua do Campo n. ° 162, basement 1.

This workshop will feature the following two keynote speakers:

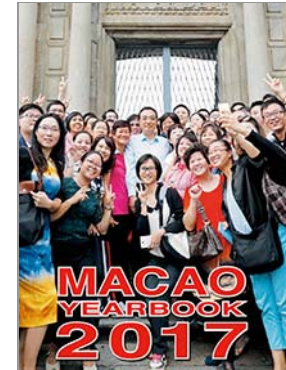
1. Doctor Huang Hui (Ph.D.), Senior Partner/Solicitor of the Intellectual Property Agency Wan Hui Da;
2. Mr. Jason Yao, Senior Partner/Solicitor of the Intellectual Property Agency Wan Hui Da.

The event will be conducted in Mandarin, with simultaneous translation into Cantonese and Portuguese. Amongst other topics, the following items will be discussed:

1. Intellectual property management practices at enterprises – Case sharing;
2. Brand development in the market – Case sharing;
3. Legal protection of trademarks – Case sharing;
4. Protection of intellectual property in the e-commerce platform – Case sharing.

The aim of this workshop is to raise the awareness of the small and medium-sized enterprises and the residents of the Macao SAR in the field of the management of intellectual property rights of the business enterprises and the protection of intellectual property rights of the e-commerce platform.

The 3rd Co-operation Programme in the Legal Field between the Macao Special Administrative Region and the European Union, which



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incorporates this workshop, has as its main objective "Promote the Development and Modernisation of the Macao Special Administrative Region's Legal System" and is going to take place until November 2019.

The execution of the Co-operation Programme is coordinated by the Legal Affairs Bureau, together with many entities and public departments of the Macao Special Administrative Region, namely the Legal and Judicial Training Centre, the Institute of European Studies of Macau, the Economic Services, the Consumer Council and the Social Welfare Bureau.

-- The End --

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