



Licensing: Unleash the Power of Brand

Date : 19 May 2011 (Thursday)
Time : 2:15pm - 5:45pm
Venue : Rm. S222 & S223, HK Convention & Exhibition Centre (Wanchai)

<u>Time</u>	<u>Programme</u>
1:30 pm - 2:15 pm	Registration
2:15 pm - 2:20 pm	Opening remarks by LESC-HK Chairperson, Ms. Alice Ngan
2:20pm – 3:10 pm	Case Discussion-DuPont Teflon: China Brand Strategy Prof. Michael Parent , Adjunct Professor, Richard Ivey School of Business (Asia)
3:10 pm – 3:55 pm	How to Create a Brand, a Real Life Example Ms. Viola Man , Director, PuraPharm Group of Companies and 1 st Vice Chairman of Tung Wah Group of Hospitals.
3:55pm – 4:15pm	Coffee break
4:15 pm – 5:25 pm	Discussion Forum on Branding <u>Moderator:</u> Ms. Alice Ngan , Director, Special Projects Office, The Chinese University of Hong Kong & Chairman, LESC-HK Sub-chapter <u>Guests:</u> <ul style="list-style-type: none"> • Mr. John J. Hanssen, Managing Director, Legal-Asia Pacific, DuPont • Prof. Michael Parent, Adjunct Professor, Richard Ivey School of Business (Asia) • Ms. Viola Man, Director, PuraPharm Group of Companies and 1st Vice Chairman of Tung Wah Group of Hospitals • Ms. Anita Leung, Partner, Jones Day
5:25 pm – 5:40 pm	Q & A Session <u>Moderator:</u> Ms. Alice Ngan , Director, Special Projects Office, CUHK Chairperson, LESC-HK Sub-chapter
5:40 pm – 5:45 pm	Closing remarks Ms. Janet De Silva , Dean, Richard Ivey School of Business (Asia)

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