



**Wednesday, February 22nd 2012 --- 9:00 to 10:30h**  
**China IPR SME Helpdesk - Can You Keep a Secret? Using Trade Secrets to Protect Intellectual Property**

**Organiser:** German Centre Beijing

**Time:** Wednesday February 22nd, 2012

**Place:** German Centre Meeting Room (11th Floor, Landmark Tower 2)

**Fee:** No charge for European SMEs or SME intermediary organisations

**Language:** English

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The China IPR SME Helpdesk and the German Centre invites you and your team to a workshop which will give you the chance to:

- Join a practical and business-focused training session on how protect your trade secrets. This training is designed to be relevant for all staff from all industries including executives, managers, HR, IT, security, marketing and administration staff to ensure your whole team is committed to protecting your intellectual property.
- Learn from real life case studies on handling trade secrets.
- Receive a free consultation from an intellectual property expert.

You are welcome to ask questions throughout the presentation and during the dedicated Q&A time or you may also book a private, one-on-one IPR Clinic session with the expert following the workshop.

**One-on-One Consultations**

If you would like to receive confidential one-on-one advice about your China IPR, sign up for a free, 20-minute consultation with our qualified IP lawyer. To ensure you have a chance to meet with the expert, please book your session in advance by indicating your interest when you register. The IPR One-on-One Consultation is open to European SMEs on a first-come, first-served basis. Any information you provide to the China IPR SME Helpdesk will be treated as confidential.

**Registration and Cancellation**

China IPR SME Helpdesk training events are available to European Small and Medium Enterprises ONLY. If you are a European SME and would like to attend please register by emailing [rsvp-china@china-iprhelpdesk.eu](mailto:rsvp-china@china-iprhelpdesk.eu) with the name and date of the event in the subject line. You will receive a confirmation email.

Because places are limited, in the case of unexpected cancellations please inform the Helpdesk as soon as possible via the link in your confirmation email.

**About the speaker:**

*Mr. En LIU graduated from Edinburgh Law School and is also a professor at Xiangtan University. En LIU sits on the Expert Panel of CIETAC Arbitration Commission, and is a member of the Law Commission and Cultural Industry Commission respectively of ICC China. Mr. LIU is a licensed trademark agent in China and has been retained as the counsel of many high profile projects including the new James Bond sequence. En LIU specializes in copyright and trademark issues as well as developing an intellectual property protection strategy for foreign enterprises. En LIU speaks Mandarin, English and French.*

*The China IPR SME Helpdesk provides free information, first-line advice and training to SMEs to protect and enforce their IPR in China. The Helpdesk's services are free to European SMEs and SME intermediaries (including EU embassies) and includes training events in China and Europe; online tools and materials at [www.china-iprhelpdesk.eu](http://www.china-iprhelpdesk.eu) and tailored advice from our expert by phone, Email or through the website.*

