

IP - Marketing

Ms. Catherine WU

Founder and Chairman of UAB Holding Limited

Abstract:

Think Globally and Act Locally Strategy -- why is Intellectual Property Crucial for Marketing the Products or Services of Your Business?

For most small and medium-sized enterprises (SMEs), marketing products or services is a major challenge. Intellectual property (IP) is an important tool in creating an image for your business in the minds of your current and potential customers and in positioning your business in the market.

Why and how to create IP Market strategy and even greater benefits and protect our innovation?

How to get the best out of Intellectual Property protection and make sure that our marketing program gets the best out of our IP rights?

Why we need diversifying our market strategy?

How do we turn inventions into profit-making assets of our SME?

Will demonstrate "think globally and act locally" case study how we to develop market strategy and create tangible and intangible value to your business -"think globally, act locally strategy"

Contact Information:

Email: catherinewu@uab.com.hk

Phone number: (852) 62980996