



HKICPA Seminars – Compliance Series (June 2017)

In 2017, HKICPA will continue to launch the Compliance Series of seminars to assist members in acquiring the relevant knowledge and updates. Experts from the legal profession will share insights and experiences in respect of matters encountered with the law enforcement or regulatory bodies in Hong Kong and mainland China.

Topic/ Programme code	Date and time	CPD hours	Speaker
The Updated PRC Advertising Law – Restrictions and Cases (SCPD17062102)	Wednesday, 21 June 2017 7:00 p.m. – 8:30 p.m.	1.5	Dr. Dong, Hao Donnie Registered Foreign Lawyer (PRC), Intellectual Property Group, Baker & McKenzie

Venue	Hong Kong Institute of CPAs, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
Format	Seminar
Language	English
Fee (for each)	HKICPA member or student: HK\$190 (online enrolment: HK\$180) IA/ HKIAAT member or student: HK\$190 Non-member: HK\$330
Participants	Professionals who may have to deal with law enforcement and regulatory bodies for their firms or practices
Competency*	Corporate governance; Risk management
Rating*	Intermediate level

* Please refer to the [Institute's online CPD Learning Resource Centre](#) for descriptions of competency and rating.



About the programme

The Updated PRC Advertising Law – Restrictions and Cases (SCPD17062102)

Course outline

Mainland China has a strict regulatory system over advertising and promotional activities. This seminar provides an overview on the system and highlights the frequently violated rules. In particular, the seminar cites actual case examples to illustrate the specific compliance requirements after the recent amendment of the PRC Advertising Law. In addition, the seminar expands the topics to the laws and regulations in relation to online advertising, unfair competition and appropriate use of trademarks in China.

After joining this seminar, participants will gain knowledge about:

- The general framework of the PRC Advertising Laws
- The frequently violated rules to prevent compliance risks in daily business operation
- The related law enforcement regimes and basic skills in responding to the enforcement actions

Speaker

Dr. Dong, Hao Donnie, Registered Foreign Lawyer (PRC), Intellectual Property Group, Baker & McKenzie

Dr. Dong has over 12 years experiences in practicing and teaching intellectual property (IP), information technology (IT) and internet laws. Experienced in both contentious and non-contentious matters, his practice covers most arenas of IP law and internet laws: copyright, trademark, patent, trade secret, unfair competition, data privacy and internet regulation compliances. Further to the private practice, Dr. Dong writes and teaches regularly. He has received two doctorate degrees from the top law schools respectively. Being a Fulbright Scholar and an alumnus fellow of the Berkman Center for Internet & Society at Harvard University, currently, he serves as a Steering Committee Member of Digital Asia Hub, a think tank collaborated by senior internet-related entrepreneurs, professionals and academics across Asia Pacific. He is also a guest lecturer for the HKU SPACE's Executive Academy, leading courses on management of culture and creative businesses.



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HKICPA Event Enrolment Form (For Support Programme)

Finance & Operations Department,
Hong Kong Institute of CPAs,
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Deadline: 7 working days before the date of the programme

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address ⁽²⁾ (Block Letters)	Programme Code	Fee (HK\$)
	No.	Status (1)					
1							
2							
3							
						Total (HK\$)	

☐ I am unemployed and not working. I am planning to rejoin the workforce.

The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.

The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.

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- Notes:**
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
 - Confirmation of enrolment will be sent to you via email. You can check your enrolment status at "MyCPA" at www.hkicpa.org.hk. Unsuccessful enrolment will be notified with full refund.
 - NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
 - All applications are on a first-come-first-served basis.
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 - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
 - The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
 - No unauthorized audio or video recording is allowed at CPD events.

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