

# INTELLECTUAL PROPERTY

Dear all,

We are pleased to invite you to an important, interesting and convivial event on the topic of IP:-

**A Strategic Vision towards IP Best Practice for Industry and Businesses in Sri Lanka**  
- **the interface between business and innovation** -

The purpose of this event, jointly organised by The Sri Lanka IP Association – Sri Lanka Group of AIPPI and the European Chamber of Commerce of Sri Lanka is to highlight to businesses the importance of IPRs and will help businesses to navigate their way effectively around the IP system.

Every global or regional business will own some IPRs in other countries and this IPR has to be protected. Asia is benefitting from tremendous growth because so many minds in Asia are now exploding with creativity. How can businesses in Sri Lanka foster the innovation and creativity protected by IPR?

Quench your thirst to learn how businesses can leverage IPR to get ahead of the competition. Learn whether your IPRs lie there unrecognised and unexploited, and then build an IP system appropriate for the needs of your own business. Any business which is serious about increasing the value of its IPRs must understand that IPRs increase in value when they are exploited / licensed and are an integral part of the business / value chain.

The challenge is to make IPRs an integral element of your business strategy, in Sri Lanka, and beyond, when you compete in other countries.

We look forward to seeing you at the event.

Please confirm to us whether you will be able to attend.

Best regards,

Amice van der Burg-Dissanayake

Strategist

**JOHN WILSON PARTNERS**