

Organizer:



Supporting Organizations:



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## The 6th Global Sensory Branding Forum



**Date & Time :** 9th May 2014 at 14:00-18:00  
 (Exhibitions at 13:00, Forum Registration at 13:30)

**Venue :** Jockey Club Innovation Tower, the Hong Kong Polytechnic University

**Fee :** Free of charge

**Language :** English/Putonghua  
 (Simultaneous interpretation service is provided)

**Enquiry :** Event Secretariat: 852-27696670

The 6th Global Sensory Branding Forum organized by the Cacht International Research Center for Senses\* will be held in Hong Kong this year. The Forum is supported by the Intellectual Property Department of the Government of the HKSAR, School of Design of the Hong Kong Polytechnic University and Hong Kong Design Centre, and is exclusively sponsored by Heng Yuan Xiang Group. Speakers and guests of the Forum include world renowned experts as well as representatives from the World Intellectual Property Organization (WIPO), Korean Intellectual Property Office (KIPO) and other intellectual property organizations. The Forum also features interactive activities including sensory experience, auction game of sensory marks, real auction of trademarks as well as Shan Xi Culture Exhibition and Fazaya – Culture of Color Exhibition. We welcome anyone who is studying or working in the fields of design, art, fashion, music, marketing and advertising, intellectual property, creative industry or small medium enterprise to join us. Don't miss out on this memorable event and register now!

*\*The Center was jointly initiated by China Academy of Science, Monell Chemical Senses Center, European Chemical Sensory Association, Japan Chemical Sensory Association*

### Keynote speech :

#### Come To Our Senses - Are There More Than Five? Do We Make Good Use of Them?




***"Intel" Sound Mark - Walter Werzowa, Composer, producer and owner of LA-based music production studio Musikvergnuegen***

*Walter is a famous composer, film producer and sound designer who created a 3-note mnemonic for "Intel". It is said that the sound of Intel brand will be played once every five minutes. His other works include original music and sound designs for films, television programmes, and commercials for the past two decades. Film credits of Werzowa's are Main Title and for the feature film Taking Lives.*


### Why Chinese need sense of humor?

	<p><b>Tommy Li, famous Hong Kong fashion designer</b></p> <p>Tommy is the branding designer/consultant for the latest generation in Hong Kong. Tommy was selected by "Chinabico.com" to be one of the best top 10 Branding Company in China. "Agosto", a best-selling design magazine in Japan, has cited Tommy as the only graphic designer with potential to have an influential impact on Hong Kong in the next decade.</p>
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### ROOMSCAPE - History of Interior of Interior

	<p><b>Mr. ITALO ROTA, design director of NABA &amp; Domus Academy</b></p> <p>ROTA signed the renovation of the Musée d'Orsay (with Gae Aulenti), the new halls of the School French Cour Carré of the Louvre and the renovation of the city center of Nantes. And he won the competition for the interior design of the Museum of Modern Art at the Pompidou Centre.</p>
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### Exploring Senses in Product Design Innovation in Social and Cultural Contexts

	<p><b>Mr. Tang Mingxi, Professor, Product and Industrial Design, School of Design, The HK Polytechnic University</b></p> <p>Professor Tang has major interest in Product Design and Innovation, Artificial Intelligence and Human Computer Interaction, Computational Design Technology, Design and Social Development, Culture Studies in Design.</p>
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### Brand Marketing Management and Sensory Lifestyle of New Era

	<p><b>Ms. Nicy Luo, Instructor, Institute of Textiles &amp; Clothing (ITC), the HK Polytechnic University</b></p> <p>Nicy focuses on sustainable development of textile and apparel brands in China, particularly with well experienced in textile and apparel management, marketing and international trading.</p>
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### How The US Model of Academic - Industry Interactions are Structured

	<p><b>Ms. Carol M Christensen, Director of Corporate Affairs, Monell Chemical Senses Center</b></p> <p>Carol is Director of Corporate Affairs. She has published in the areas of taste and food texture perception and the effects of saliva on taste. She has been the Manager of Consumer Products Research at The Pillsbury Company, Director of Global Technology Consumer Research at the Colgate-Palmolive Company and most recently VP and Director of Global Sensory and Consumer Science at International Flavors and Fragrances.</p>
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### The New Era of Human's needs - Future Operation Model for International Centre


	<p><b>Tina Zhao, Famous Advertising of China, Ms. Tina Zhao, CEO of Beyond Group</b></p> <p>Tina sets up her own brand consultant company 'Beyond The Line' and is specialized in 'integrated communication' &amp; 'experiential marketing'. She has worked in McCann Erickson, TBWA, FCB etc before.</p>
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## Activity: Sensory and Trademark Interactive Experience

Go experience the multi-sensory, innovative and non-traditional trademarks auction game; discover the great potential value of trademarks and explore the opportunities of building open trading platform for trademarks.

### (1) Sensory Experience and Auction Game for Sensory Marks

	<p><b>Guest host:</b>  <i>Mr. Peter Cheung, Director of Intellectual Property Department, the Government of the HKSAR</i></p>
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### (2) Traditional Trademark Auction

<p>生命本源  易得鲜  易得</p>	<p>Real auction of three traditional trademarks (生命本源 – class 32; 易得鲜 – class 30; 易得-class 29), don't miss your chance to call out your bids.</p>
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*\*\* Programme may be subject to change without prior notice. For more information, please browse*

*[www.cacht.org](http://www.cacht.org)*