

## Invitation – China IPR SME Helpdesk Serious Game Official Launch



Dear Sir/Madam,

The **China IPR SME Helpdesk** is delighted to invite you to the official launch of its serious game!

When playing the serious game you will be guided through common business scenarios linked to IP challenges, which provides an immersive context for situational learning. This new business tool will allow you to increase your knowledge and awareness about managing intellectual property when entering the Chinese market.

You are invited to bring your laptop or tablet to this event to play the game yourself. The Helpdesk team will be on-site to guide you through the game and answer your questions. Attendees will be assigned into groups of 3-4 people to play the game. You can choose to register as a team with your co-workers, or you can sign up as an individual or smaller team and we will assign you into a larger team on the event date.

Prizes are available for the winning team and you are welcome to join us for a drink and canapés after the launch. We hope you are available to join the Helpdesk team on this exciting occasion!

Please see the event agenda attached, and confirm your attendance by responding via email to [rspv-china@china-iprhelpdesk.eu](mailto:rspv-china@china-iprhelpdesk.eu) indicating your name, position and email address, and if you wish to register as a team or as individual. You will receive a confirmation email.

We look forward to seeing you at the launch.

Yours sincerely,  
The China IPR SME Helpdesk Team

### Event Details

**Date:** Thursday 22 May 2014

**Time:** 4.00pm – 7.00pm

**Location:** Four Seasons Hotel Beijing, 48 Liangmaqiao Road, Chaoyang District  
北京四季酒店，北京朝阳区，亮马桥路 48 号

### Tentative Agenda

4.00pm – 4.30pm Registration

4:30pm – 4.45pm Opening and serious game official launch

4:45pm – 5.30pm Game playing competition

5.30pm – 6.00pm Game evaluation and closing remarks

6.00pm – 7.00pm Networking with complimentary drinks & canapés

