



Bird & Bird & TMT 2014

Program

8.30-9.00	Registration and breakfast	
9.00-9.10	Welcome and introduction Representatives from Bird & Bird and moderator Joakim Jardenberg	
9.10-9.50	Keynote Joakim Jardenberg	
10.00-10.45	Social media in China * The Social Media Landscape in China: <ul style="list-style-type: none"> • The social media environment and internet community in China • Potential legal areas of concern • A whole new world for intellectual property owners • Social media- opportunities and threats discussed, friend or foe? • A discussion on illustrative cases Ai-Leen Lim , partner Bird & Bird Kina	The music industry – panel with industry representatives or session with Sraffan Boström & Jerker Edström TBD
10.45-11.15	Coffee	
11.15-12.00	Brand building and customer care in social media Erik Hörnfeldt , Senior communication specialist HI3G	3D printing Ella Mikkola , Partner Bird & Bird Helsinki
12.00-13.00	Lunch	

13.00-13.40	Keynote: Big data text analytics Magnus Sahlgren , Chief Scientist Gavagai	
13.50-14.35	The New World: Media Convergence & EU Initiatives * What is media convergence and what initiatives has the EC taken in response to the challenges of the digital age? David Bintliff , associate Bird & Bird London	DeLaval – Från dynga till dataskärm Ulrika Öhman , Patent Attorney, DeLaval Session dealing with DeLaval's automated processes and products for livestock and related data protection-issues. Ida Smed Sörensen is involved in this session.
14.35-15.00	Coffee	
15.00-15.45	Cloud copyright Daniel Westman , Stockholm University, and Jerker Edström , partner Bird & Bird Stockholm	Vehicle safety in all aspects Henrik Kaar , Head of IR Autoliv
15.55-16.40	Digital copyright in practice IP and other rights in a digital world, the law and business opportunities. PicHit.Me & Epidemic Sound	Vad är det som susar i säven Per Victor , Victor & Victor Session dealing with start-up issues. Gabriel Lidman & Hans Svensson are involved in this session.
16.45-17.00	Conclusions Joakim Jardenberg	
17.00	Drinks	

* The seminar will be held in english