



UNITED STATES PATENT AND TRADEMARK OFFICE
GLOBAL INTELLECTUAL PROPERTY ACADEMY



Conference on **CHALLENGES AND OPPORTUNITIES IN THE BOOK PUBLISHING SECTOR**

Date : August 27–28, 2014

**Venue : The Federation of Bangladesh
Chambers of Commerce and Industry (FBCCI)
60, Motijheel C/A, Dhaka, Bangladesh**

About the Programme

South Asia is one of the most rapidly expanding book markets in the world. With enormous technical talents, South Asia is in a position to expand globally in terms of books and content.

With a major focus on cooperation in books and content between India and Bangladesh, the programme aims to bring experts from the government and the industry to speak about copyright and IP, book export, and cross-border content creation and dissemination.

Key Highlights

- Book Trade between India and Bangladesh
- Book Market in Bangladesh and Opportunities of Exports for India
- Copyright Laws in Bangladesh and Challenges of Enforcement
- DRM and Combating Book Piracy in the Digital Age
- Economic Effects of Piracy and Counterfeit in Book Publishing

Who should attend?

- Policymakers
- Legal Experts
- Textbook and STM Publishers
- Trade Publishers
- Self Publishers
- Booksellers & Distributors
- Sales and Marketing Professionals
- Content Creators
- Authors
- Editors
- Technology Companies
- Social Media Marketers

Contact us

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