

6-7 December 2018  
Hong Kong Convention and Exhibition Centre  
[www.bipasiaforum.com](http://www.bipasiaforum.com)



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## IP and Innovation in the New Socio-technological Landscape

Join the Business of IP Asia Forum to network, seek collaborators, and exchange innovative ideas with worldwide IP and tech industry leaders.

### Featured Speakers at BIP Asia



**Mr Philippe Lucet**  
VP General Counsel,  
R&D and IP  
Nestle



**Mr David Upite**  
Senior Counsel,  
Procter & Gamble,  
Greater China &  
Singapore



**Dr Benjamin Bai**  
Vice President &  
Chief IP Officer  
Ant Financial

# Programme Highlights

## Plenary Sessions

1. Dialogue with IP Policymakers:  
The Roadmap for Global IP Ecosystem  **6 Dec**
2. Comprehensive Defence:  
Safeguarding Your Brand in the New Economy  **6 Dec**
3. Global Tech Summit – The New Forces of Artificial Intelligence (AI)  **7 Dec**

## Concurrent Breakout Sessions

- IP for Business Practices
- IP Legal Tips
- IP for Entrepreneurs & Start-ups
- IP Market & Industry Insights

## Why BIP Asia 2018 is a must-attend event?



**2500+** attendance including IP professionals & business leaders

**80+** Internationally renowned speakers

**90+** Exhibitors Including IP owners, international brands and service providers

Business matching & networking **opportunities**

Special offer for members of  
**Hong Kong Mediation Centre**

Standard Fee: ~~HK\$1,800~~

**HK\$720**

for a two-day conference with a keynote luncheon on 6 Dec 18

Enter promo code:  
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Organisers:



香港特別行政區政府  
The Government of the Hong Kong  
Special Administrative Region



Concurrent events:

 **SmartBiz Expo**

 **Hong Kong International Franchising Show**  
香港國際特許經營展

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