



Unleashing Innovation for Sustainability and Growth

迸發創新 •
持續發展與增長動力



2-3/12/2021

www.bipasiaforum.com
#BIPAsia

Organisers 主辦機構



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



Concurrent Events 同期活動



An Event of Innovation & IP Week
創新及知識產權周活動系列



BIP ASIA 2020 HIGHLIGHTS

「亞洲知識產權營商論壇」2020 亮點

60+ internationally renowned speakers
國際知名的演講嘉賓

89% * of respondents were satisfied with the Forum
受訪者對是次論壇表示滿意

14,000+ viewers from 40+ countries and regions
名來自超過40個國家及地區觀眾

92% * of respondents regarded BIP Asia as a leading event compared to similar events in Asia
受訪者認為「亞洲知識產權營商論壇」於亞洲同類型活動當中佔有領導地位

* Survey conducted by CAP Strategic Research during the Forum
調查機構嘉柏市場策略研究於論壇期間進行訪問

PAST SPEAKERS AT BIP ASIA

「亞洲知識產權營商論壇」

歷屆星級講者

The annual forum gathers world-class IP authorities, innovators from international brands and many high-profile leaders for groundbreaking discussions on the global IP infrastructure as well as trading opportunities and challenges facing the business world.

論壇凝聚蜚聲國際的知識產權權威人士、國際品牌的創新專家，以及眾多知名業界領袖，就全球知識產權基礎建設、商界面對的發展機遇及挑戰，進行具前瞻性的討論。



Philippe Lucet
Nestle SA
雀巢公司



Dr Benjamin Bai 白建民博士
Ant Financial
螞蟻金服



Kenichi Nagasawa 長澤健一
Canon Inc.
佳能



Dr Arno Hold
The International Association for
the Protection of Intellectual
Property (AIPPI)
國際保護知識產權協會



Dr Freddy Harris, S.H.,
LL.M., ACCS
ASEAN Working Group on
Intellectual Property Cooperation
東盟知識產權合作工作組



Heidi Nam 藍凱慧
Impossible Foods



BREAKOUT SESSIONS

分組專題討論

A series of breakout sessions allows participants to hold in-depth discussions and interact with speakers from various industries, examining the comprehensive aspects of IP, such as practical legal tips, business practice tips, entrepreneurs and start-ups, as well as market and industry insights.

論壇設多場分組專題討論，來自不同行業演講嘉賓及與會人士作深入討論和互動，探討商業及法律知識、初創企業、市場及行業透視等熱門議題，內容實用和多元化。



GLOBAL TECH SUMMIT

環球科技峰會

Technological innovation is closely linked to IP. The Global Tech Summit at BIP Asia invites technology pioneers and industry disruptors to share insights into the latest global technology trends, success cases of business applications, and explore the impacts of technological innovations on the IP industry.

科技創新與知識產權息息相關，「亞洲知識產權營商論壇」同場舉辦「環球科技峰會」，邀請多名科技先驅和行業革新先鋒，剖析最新環球科技趨勢，分享創新科技商業應用的成功個案，並探討對知識產權業界的影響，讓企業與時並進，搶佔先機。



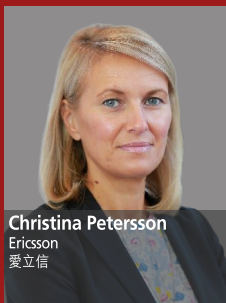
Yi Xiaozhun 易小準
World Trade Organization
世界貿易組織



Shen Changyu 申長雨
China National Intellectual
Property Administration
中華人民共和國國家知識產權局



Toshimoto Mitomo 御供俊元
Sony Corporation
索尼公司



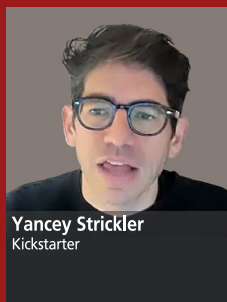
Christina Petersson
Ericsson
愛立信



Li Zexiang 李澤湘
The Hong Kong University of
Science and Technology
香港科技大學



Song Liuping 宋柳平
Huawei Technologies Co., Ltd.
華為技術有限公司



Yancey Strickler
Kickstarter



John Mulgrew
Lenovo
聯想



Uwe Over
Henkel AG & Co. KGaA
漢高公司



Yoshinori Nakagawa
Panasonic Corporation
松下電器



Dr Jari Vaario
Nokia Technologies
諾基亞科技



Beat Weibel
Siemens AG
西門子



NETWORKING OPPORTUNITIES

交流機會

Participants are able to establish new business contacts and connect with other industry players at the Forum.

促進業界交流是論壇的重要元素，為參加者提供良機廣交新知，擴展商網。



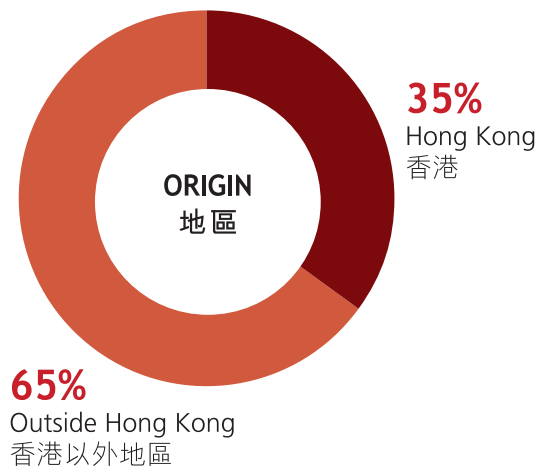
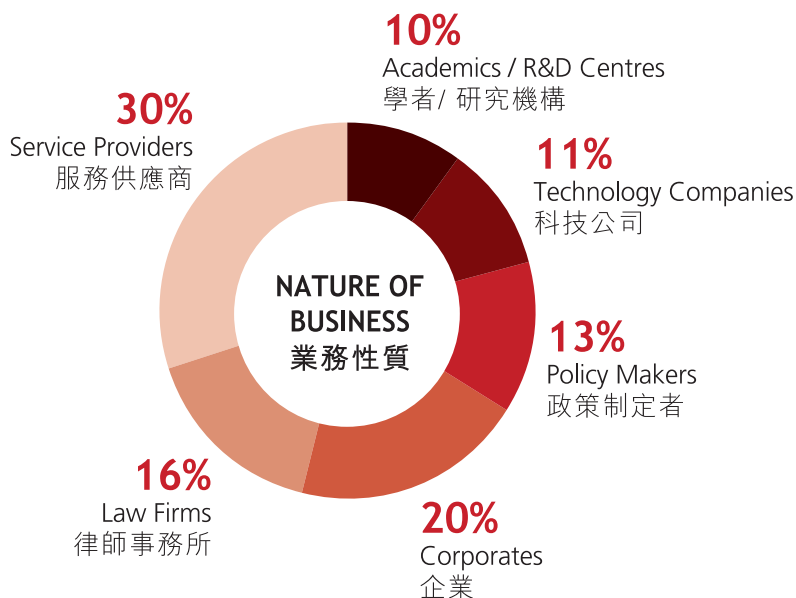
BUSINESS OF IP ASIA FORUM

「亞洲知識產權營商論壇」

The Business of IP Asia Forum (BIP Asia) brings together IP professionals and business leaders from around the world to discuss the latest developments in the IP world, and to explore business collaboration opportunities. The Forum's tenth edition, held 3-4 December 2020, featured more than 60 prominent speakers and attracted over 14,000 viewers from 40 countries and regions.

「亞洲知識產權營商論壇」為世界各地知識產權業界專家及商界領袖提供一個理想平台，共同探討亞洲知識產權市場的最新發展，探索商機。第十屆論壇已於2020年12月3-4日圓滿舉行，邀請了超過60位星級講者和專家出席分享，吸引超過14,000位來自40多個國家和地區的觀眾。

Who Will You Meet? 與會人士概要：



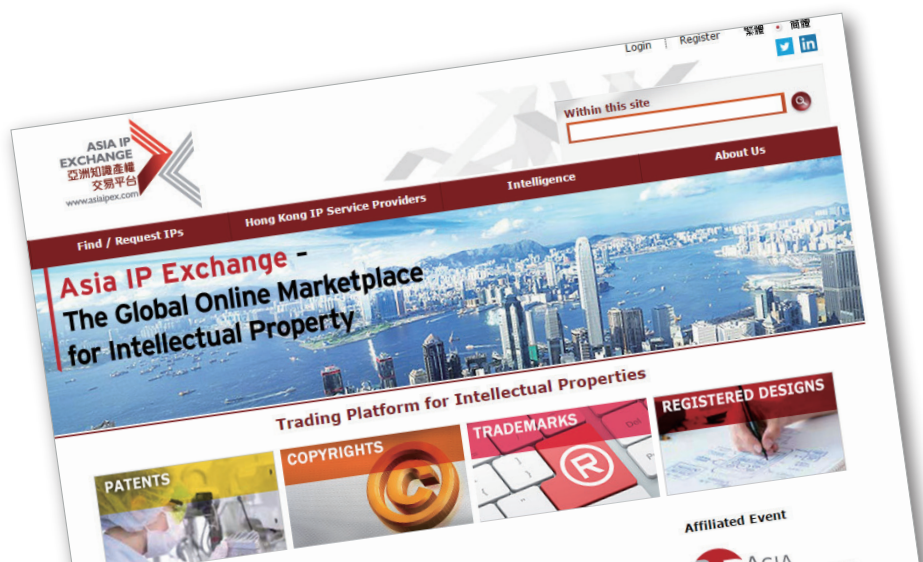


ASIA IP EXCHANGE

亞洲知識產權交易平台

Asia IP Exchange (AsiaIPEx) is a free online platform and database showcasing numerous tradable IPs from around the globe, to facilitate international IP trade and connect global IP industry players. With more than 30 strategic partners from around the globe, AsiaIPEx features more than 28,000 tradable IP listings, ranging from patents, trademarks, copyrights to registered designs.

「亞洲知識產權交易平台」：一個免費的網上知識產權交易平台及數據庫，旨在促進國際知識產權交易，並聯繫世界各地的知識產權業界人士。平台現已與來自世界各地超過 30 個策略夥伴達成合作協議，羅列超過 28,000 項包括專利、版權、商標及外觀設計等可供交易的知識產權項目，絕對是促成知識產權貿易的有效工具。



INNOVATION & IP WEEK

創新及知識產權周

Organised jointly by the HKTDC and a number of other organisations, the Innovation and Intellectual Property Week takes place in Hong Kong from mid-November to December, aiming to facilitate innovation, international IP trading and exchange among global IP industry players, generate synergy through a range of IP-related events, and provide SMEs with a one-stop platform for value-added services and solutions.

香港貿發局聯同多個機構於11月中至12月舉辦「創新及知識產權周」，透過一系列論壇、展覽會、研討會和交流活動，產生協同效應，促進國際知識產權交易活動及全球知識產權業界的交流，共同為中小企提供一站式增值和解決方案。



Be Our Audience

參加論壇

Get inspired and connect with global IP elites, brands and technology leaders

與國際知識產權業界精英、品牌及科技領袖建立聯繫，深入交流

Be Our Partner

贊助活動

Project your professional corporate image onto the stage of this key international event through sponsorship opportunities

把握此國際業界盛事的宣傳良機，在論壇的舞台上突顯企業的專業形象

PREVIOUS SPONSORS 以往論壇贊助商



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HKTDC Conference App



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