

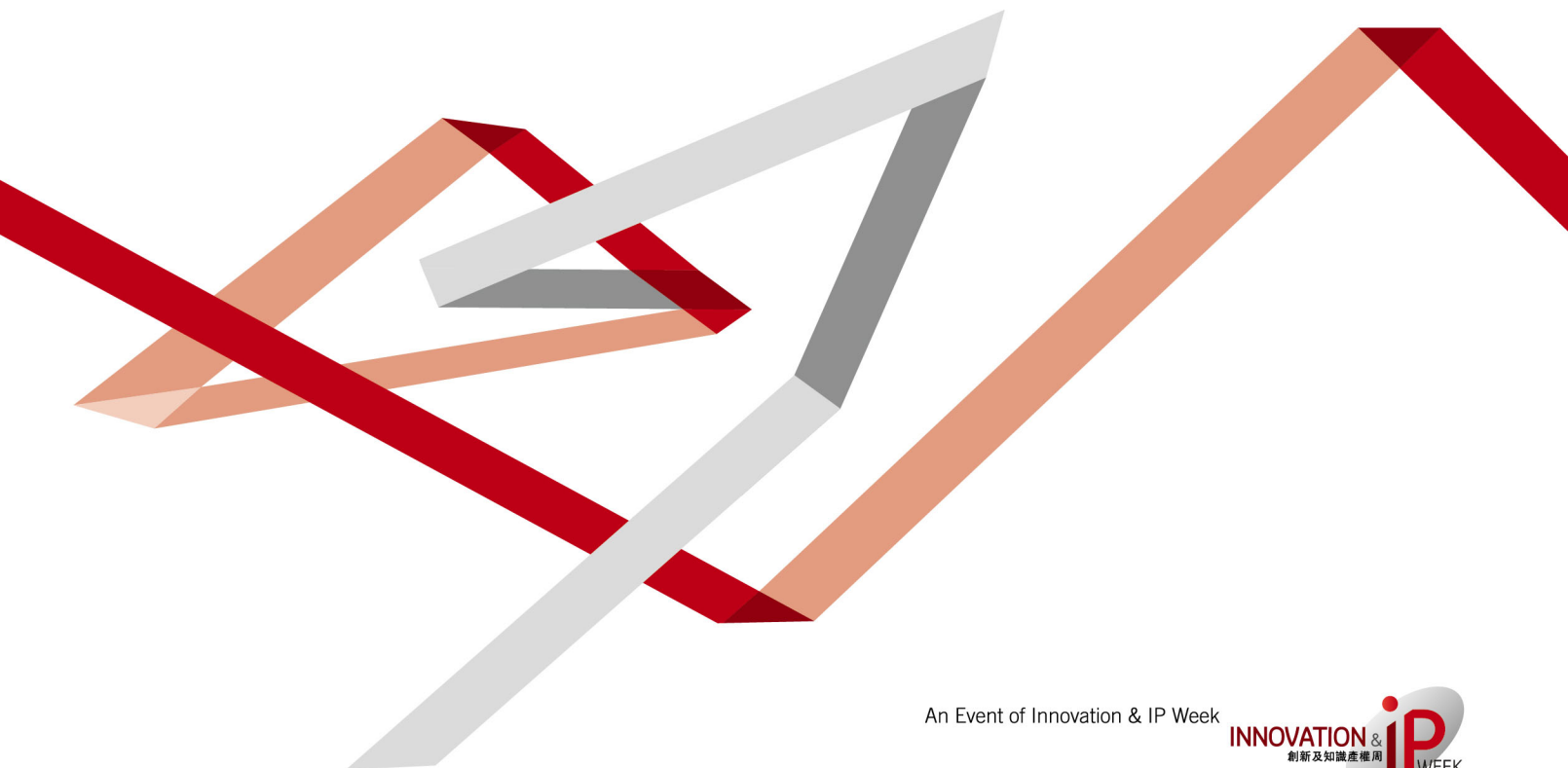
4-5 December 2014

Hong Kong Convention and Exhibition Centre

www.bipasiaforum.com



Hong Kong: Asia's IP Business Hub



An Event of Innovation & IP Week



Organisers



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



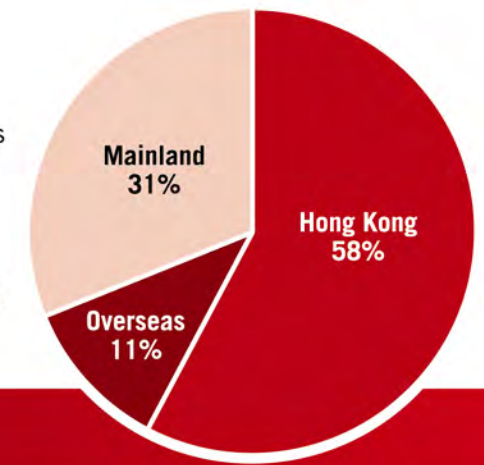
Concurrent Events

BIP Asia 2013 Highlights

More than **1,700** IP professionals and business leaders from 24 countries and regions

Featured **60** internationally renowned speakers from 15 countries and regions

Participant Origin



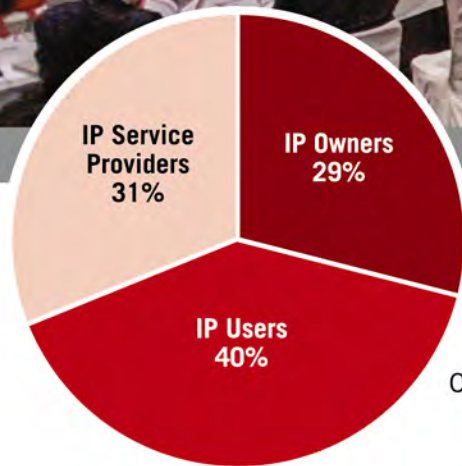
About the Business of IP Asia Forum

Jointly organised by the Hong Kong SAR Government, Hong Kong Trade Development Council (HKTDC) and the Hong Kong Design Centre, BIP Asia (Business of Intellectual Property Asia Forum) brings IP professionals and business leaders together to discuss the latest developments in Asia's IP market.

Opening Session Speakers



Participant Profile



Over **94%** of the participants agreed that BIP Asia helped them establish business contacts for new business opportunities

Over **93%** of the participants agreed that they had found out more about the IP market potential of the Chinese mainland from BIP Asia

Over **96%** of the participants agreed that BIP Asia familiarised them with the development of IP trading in Asia

98% of them indicated their keen interest to attend the next BIP Asia Forum

Over **97%** of the participants agreed that they found out more about Hong Kong advantages as an IP platform

World-class Speakers at BIP Asia 2013

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



"BIP Asia in 2013 has indeed brought IP closer to the business world in a very efficient and effective way"

Ms. Wang Binying

Deputy Director General, World Intellectual Property Organization



"The BIP Asia Forum was an evidence of the importance of Asia in the global economy and the central role played by Hong Kong connecting Asia to the world."

Mr. Roberto Ribeiro

Global Head of Regional Patent Support, Sanofi

 Dr Donald Merino Managing Director and Founder Transpacific Advisors Limited	 Mr Ira Blumberg Vice President Intellectual Property Lenovo	 Ms Tao Zhang Director IP Strategy Huawei Device USA	 Mr Roberto Ribeiro Global Head Regional Patent Support Sanofi	 Prof David Llewellyn Professor Intellectual Property Law King's College London	 Dr Bernard Meyerson IBM Fellow & Vice President Innovation, IBM	 Dr Hannah Dvorak-Carbone Associate Director Office of Technology Transfer California Institute of Technology	 Mr José Estabil Director Entrepreneurship and Innovation MIT Portugal Program and MIT Skoltech Initiative MIT		
 Ms Marilyn Serafin Head IP Department Longchamp	 Mr Peter Cheung Director Intellectual Property Department Hong Kong Special Administrative Region	 Mr Steven J. Birt Partner Reed Smith Richards Butler	 Dr Kai-Chiu Ho Director Research and Development The Hong Kong Research Institute of Textiles and Apparel	 Mr Steve Leftly CEO Fibretronic Limited	 Ms Charmaine Koo Partner Deacons	 Mr Ik Hyun Seo Partner Cho & Partners	 Ms Colleen Platford Senior Partner Gilbert + Tobin's Litigation Group	 Ms Peggy Cheung Council Member Hong Kong Institute of Trade Mark Practitioners	 Ms Winnie Yeung Director Legal & Corporate Affairs Microsoft Hong Kong Limited
 Dr Cyrus Shahabi Director Integrated Media Systems Center University of Southern California	 Mr Kenneth Choy Partner Edwards Wildman Palmer	 Prof S W Cheung Director Asia Pacific Services Warwick Manufacturing Group University of Warwick	 Dr Lewis Luk Founding President Hong Kong Brands Protection Alliance	 Mr C.K. Kwong President Asian Patent Attorneys Association	 Mr Shane Coughlan Global Director of Licensing Open Invention Network	 Professor David Secher Founder PraxisUnico			
 Mr John Pyrovolakis Director The iBridge Network Innovation Accelerator Foundation	 Dr Vivian Taam Wong Chief Executive Modernized Chinese Medicine International Association	 Dr Dongmin Chen Dean School of Innovation and Entrepreneurship Peking University	 Dr Alfred Tan Head Knowledge Transfer Office Hong Kong Baptist University	 Mr Philippe Kern CEO KEA European Affairs Brussels	 Mr Klaus Heymann Chairman Naxos Group of Companies				

Breakout Sessions

Breakout sessions allow participants to have in-depth discussions and interact with speakers from various industries, addressing the latest sector-specific topics and IP practical tips.

Innovation & IP Week

As a flagship event driven by HKTDC, the Innovation & IP Week aims to facilitate international IP trading activities and exchanges between the global IP industry players. During the first week of December 2013, apart from BIP Asia Forum, the Week featured close to 15 events in the format of conferences, exhibitions, seminars and workshops, attracting over 20,000 industry players to attend.



"BIP Asia is the meeting place for many of Asia's top IP leaders. With the increased focus on intellectual property and the role it plays in today's growing economy, the event has become the place to network and share insights on what is happening in this dynamic IP market place."

Dr. Donald Merino
Managing Director and Founder, Transpacific Advisors Limited



"BIP Asia offers a dynamic 'thought-exchange' about the many aspects of IP: the legal, the business and the financial. Interesting presentations lead to probing questions and useful, practical answers."

Prof. David Llewelyn
Professor of Intellectual Property Law, King's College London



"It was wonderful to see HKSAR co-sponsoring BIP-Asia forum with HKTDC for the first time. Hong Kong should ultimately reap huge benefits from such strong support in building IP awareness."

Ms. Tao Zhang
Director, IP Strategy, Huawei Device USA



"BIP plays a pivotal role in developing an Intellectual Property hub in Asia centered in Hong Kong by convening international IP thought leaders and practitioners in one place and focused on one topic: the business of IP"

Mr. José Estabil
Director of Entrepreneurship and Innovation, MIT Portugal Program and MIT Skoltech Initiative, MIT

Business of IP Zone

Participants can mingle with IP service providers from Hong Kong and overseas to get free professional IP consultation service at this zone. Customised business matching meetings will be arranged to facilitate IP exchanges and potential business cooperation among industry players.

Networking Opportunities

Being of the key elements of BIP Asia, different kinds of networking events including the business matching services offer ample opportunities for participants to establish new contacts and explore business opportunities.



"The ratio of high-technology exports in Hong Kong has created a huge demand for innovation and R&D expenditures in this country. Along with being a strong, global financial center, Hong Kong is also considered to be the venture capital of Asia and one of the world's largest IPO markets. Combined with its intellectual property protections, Hong Kong becomes a very attractive IP trading hub, which is why BIP Asia is such an important event."

Mr. John Pyrovolakis

Director, the iBridge Network, Innovation Accelerator Foundation



"It is exciting to hear in BIP Asia that the pieces are coming together in the IP eco-system that will propel Hong Kong into an important hub of Asia's IP marketplace."

Mr. Kenneth Choy

Partner, Edwards Wildman Palmer



"IP issues are indeed global, as manufacturing, development and trading have become global. BIP Asia, by bringing together global players to discuss important IP issues, has created interaction and synergy among the participants to help position HK as an important IP marketplace."

Dr. Kris Srikrishnan

Managing Partner, IIPCS LLC



asiaipex.com



Asia IP Exchange

Officially launched in BIP Asia 2013, Asia IP Exchange (AsiaIPEX) is a free online platform and database showcasing intellectual properties around the globe, aiming to facilitate international IP trade and connection to global IP players.



Strategic Partnership Signing Ceremony



AsiaIPEX has formed strategic alliances with over 20 overseas strategic partners from North America, Europe, Southeast Asia and the Chinese mainland as well as local partners, including local R&D centres and universities to promote home-grown technologies. Over 25,000 tradable IP listings are available at AsiaIPEX, which you will find as a useful tool to generate IP trading opportunities.





Hong Kong as Asia IP Business Hub

Growing globalisation of IP trading activities and increasing IP supply and demand in Asia have induced a greater need for regional IP intermediaries, performing multiple roles like IP management hub, marketing and sourcing platform and support services provider.

Hong Kong has always been a regional marketplace for IP trading, which is manifested in forms of copyright trading, licensing, and franchising, technology transfer and design services.



IF YOU ARE...

- IP Owners
- Academic / Researchers
- IP Users (Manufacturers / Traders)
- Government Officials / Chambers / Associations
- IP-related Service Providers
- Design-related Services
- Wholesalers / Retailers / Distributors

Fill in the reply slip below to receive more information!

Join **BIP Asia** at Hong Kong Convention & Exhibition Centre on
4-5 December 2014!

Reply Slip (This is not an official registration form)

Name: Dr/Mr/Mrs/Ms (First) _____ (Last) _____

Company: _____

Title: _____ Country/Region: _____

Nature of Business (Can tick more than one):

- | | |
|---|---|
| <input type="checkbox"/> IP-related Service Providers | <input type="checkbox"/> Government/Chambers/Associations |
| <input type="checkbox"/> IP Owners | <input type="checkbox"/> Academic/Researchers |
| <input type="checkbox"/> Traders/Manufacturers | <input type="checkbox"/> Wholesalers/Retailers/Distributors |
| <input type="checkbox"/> Design-related Services | <input type="checkbox"/> Others: _____ |

Contact Person: Dr/Mr/Mrs/Ms (First) _____ (Last) _____

Tel: () _____ Fax: () _____

Email: _____

Please return the reply slip to
Hong Kong Trade Development Council
 38th floor, Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong
 Email: bipasia@hktcdc.org
 Tel: (852) 1830 668
 Fax: (852) 2824 0249



About HKTDC

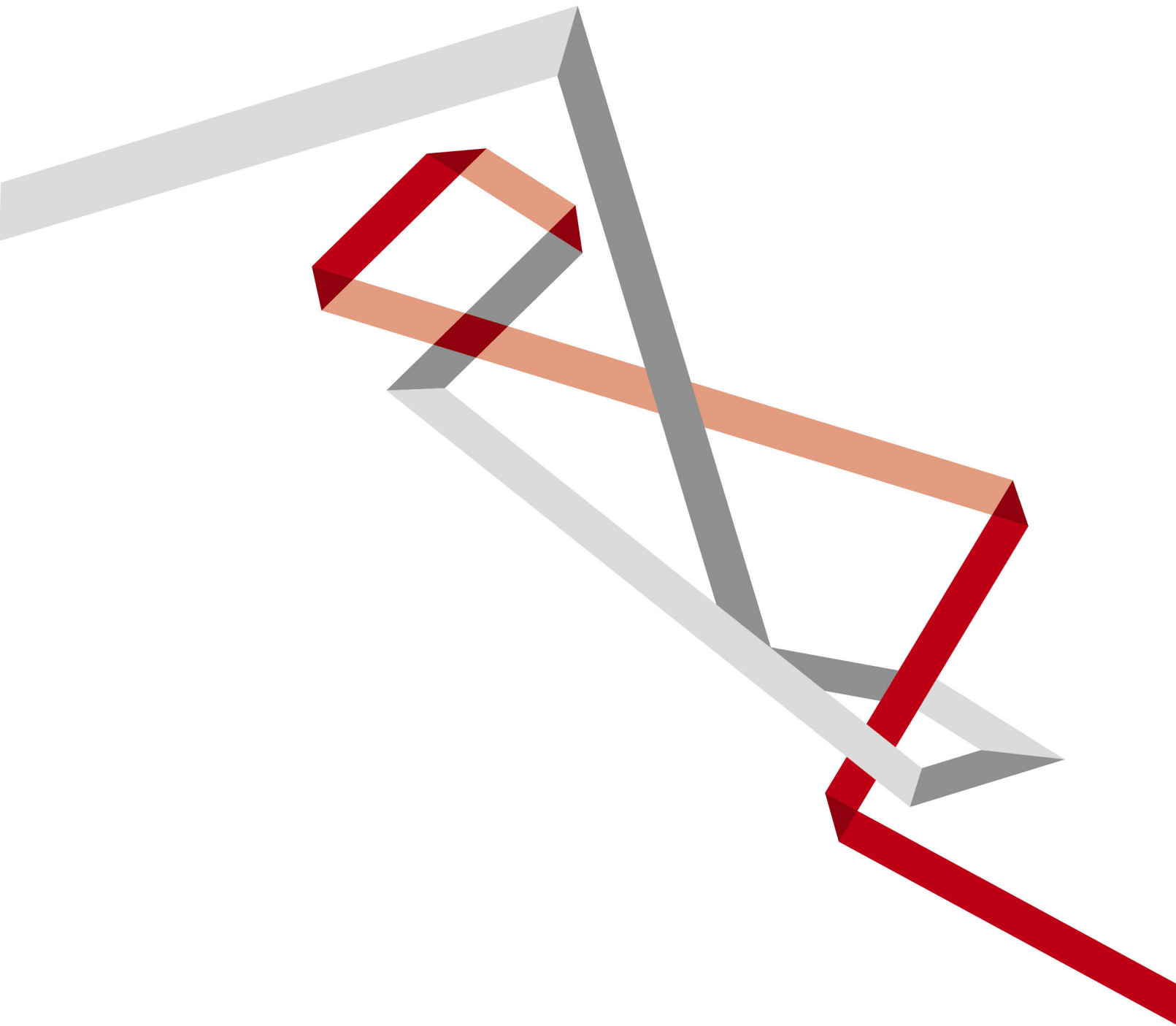
Established in 1966, the Hong Kong Trade Development Council (HKTDC) is a statutory organization with a mission to create business opportunities for Hong Kong companies. The HKTDC is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 offices worldwide, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with Chinese mainland and Asia.

The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and the Chinese mainland, while providing information online or via trade publication and research reports. Please visit www.hktdc.com for more information.

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