

Business of IP Asia Forum
4-5 December 2014
Programme

IP: Powering Business Expansion

4 December 2014 (Thursday)	
Main Forum	
08:30 – 09:30	Registration and Networking
09:30 – 10:00	<p>Opening Session</p> <p><u>Welcome Remarks</u></p> <ul style="list-style-type: none"> ◆ Executive Director, Hong Kong Trade Development Council <p><u>Opening Remarks</u></p> <ul style="list-style-type: none"> ◆ The Hon C Y Leung, GBM, GBS, JP (Confirmed) The Chief Executive, Hong Kong Special Administrative Region of the People's Republic of China ◆ Mr. Shen Changyu (申長兩局長) (inviting) Commissioner, State Intellectual Property Office of the People's Republic of China (Beijing) ◆ Mr. Francis Gurry (Confirmed) Director General, World Intellectual Property Organization ◆ Mr. Antony Taubman (Confirmed) Director, Intellectual Property Division, World Trade Organization
10:00 – 11:00	<p>Plenary Session I – IP Business Potential Behind Innovations</p> <p>Innovation is the core driver of a company's competitiveness. This plenary session will bring together top-notch corporate IP decision makers to discuss how innovations have been driving their corporate growth and how a robust IP system can incentivise them to invest in innovation and technology.</p> <ul style="list-style-type: none"> ◆ Dr. Joo Sup Kim, Ph. D (Confirmed) Vice President, Intellectual Property Center, LG Electronics, Inc. (Korea) ◆ Mr. Toshimoto Mitomo (Confirmed) Executive Vice President, Intellectual Property Department, Sony Corporation of America (New York) ◆ Mr. Brian Hinman (Confirmed) Chief Intellectual Property Officer, Royal Philips (Netherlands)
11:00 – 11:20	Coffee Break
11:20 – 12:30	<p>Plenary Session II – Global Patent Strategies for Emerging Technologies</p> <p>Competition in the technology sector is fierce in today's global marketplace. Understanding the IP landscape is thus critical to the success of launching new technologies. Experts from the world's leading innovative corporations will provide useful tips on effective global patent strategies for new technologies.</p> <ul style="list-style-type: none"> ◆ Mr. Kwang Jun Kim (Confirmed) Senior Vice President and Chief Intellectual Property Officer, IP Team, Samsung Display (Korea) ◆ Ms T. Maria Lam (Confirmed) Chief of Staff to the General Counsel and Director of APAC Patent Strategy, Intel Corporation (USA) ◆ Mr Christian Frey (inviting) Head of Innovation & Patent Coordination, Siemens (Switzerland)
12:30 – 14:00	<p>Keynote Luncheon</p> <p><u>Keynote Speaker</u></p> <ul style="list-style-type: none"> ◆ Mr. Gregory So, GBS, JP Secretary for Commerce and Economic Development, Hong Kong Special Administrative Region of the People's Republic of China

Breakout Session					
14:00 – 15:30	IP Audit and Due Diligence <i>(co-organised with Hong Kong Law Society)</i>	Intersection of Technology and Design in Fashion <i>(co-organised with HKDC and The Hong Kong Research Institute of Textiles and Apparel)</i>	Breakout Session Powered by APAC Innovation Summit: FT Innovate	Managing IP's Milestone Asia-Pacific Cases for 2014 <i>(co-organised with Managing IP)</i>	IP and M&A : The Ecosystem, Best Business Model and Case Studies <i>(Powered by International IP Commercialization Council, Hong Kong Chapter (IIPCC, HK) and Hong Kong Business Angel Network)</i>
15:30 – 16:15	Coffee Break / Speed Networking				
16:15 – 17:45	Wearable Technology Seminar <i>(co-organised with Cyberport)</i>	IP Opportunities in the Internet and Cultural Economy <i>(sponsored China Daily)</i>	Breakout Session Powered by APAC Innovation Summit: FT Innovate	Breakout Session (TBC)	Effective IP in a Company
17:00 – 19:00	Speed Networking / Business Matching Sessions at BIP Asia Exhibition Hall				

5 December (Friday) Breakout Sessions					
09:30 – 11:00	Seeing through the Cloud: Understanding Agile Innovation Using Open Source Licences <i>(co-organised with Hong Kong Software Industry Association, Hong Kong Computer Society)</i>	Best Practices on IP Dispute Resolution Through Mediation and Arbitration <i>(supported by Hong Kong Mediation Council and Hong Kong International Arbitration Centre)</i>	Breakout Session powered by APAC Innovation Summit: Investment Workshop	Financing and Structuring Your IP Deals <i>(co-organised with Licensing Executives Society China, Hong Kong Sub-Chapter)</i>	A New IP Commercialization Business Model for Movie Industry – Can Micro Movies be Disruptive? <i>(Powered by International IP Commercialization Council (IIPCC))</i>
11:00 – 11:30	Coffee Break / Speed Networking				
11:30 – 13:00	Exploitation of IP Rights in Business – Technology Transfer and Licensing <i>(co-organised with Hong Kong Institute of Trademark Practitioners Limited)</i>	IP Valuation <i>(co-organised with RICS)</i>	Breakout Session powered by APAC Innovation Summit: Investment Workshop	Financing and Structuring Your IP Deals <i>(co-organised with Licensing Executives Society China, Hong Kong Sub-Chapter)</i>	Building an IP Infrastructure for HK: The Learning from Malaysian and Singaporean Experiences
13:00 – 14:00	Lunch Break / Speed Networking				

14:00 – 15:30	Open Innovation and Collaboration	IP Financing, IP Insurance & IP Auditing <i>(supported by Hong Kong Institute of Certified Public Accountants)</i>	Breakout session powered by APAC Innovation Summit: Venture Capital and Angel Investment Conference	IP Seminar on Biotechnology and Traditional Chinese Medicine <i>(co-organised with Hong Kong Biotechnology Organization, Modernized Chinese Medicine International Association)</i>	Breakout Session Powered by International Technology Transfer Network (ITTN)
15:30 – 16:15	Coffee Break / Speed Networking				
16:15 – 17:45	Film Copyright Trading	IP in Cultural / Creative Industries <i>(co-organised with European Union Academic Programme Hong Kong)</i>	Breakout session powered by APAC Innovation Summit: Venture Capital and Angel Investment Conference	(17:00 – 18:15) From Big Data to Better Decisions <i>(cooperated with Inno Design Tech Expo)</i>	Breakout Session Powered by International Technology Transfer Network (ITTN)
17:00 – 19:00	Speed Networking / Business Matching Sessions at BIP Asia Exhibition Hall				

**** Note: All programmes are subject to change without prior notice**