



3-4 December 2015

Hong Kong Convention & Exhibition Centre

[www.bipasiaforum.com](http://www.bipasiaforum.com)

# Business of IP Asia Forum

*IP: Transforming Global Business*

Jointly organised by the Government of the HKSAR, Hong Kong Trade Development Council and Hong Kong Design Centre, the 5<sup>th</sup> Edition of Business of Intellectual Property Asia Forum (BIP Asia) will bring IP professionals and business leaders from around the world to discuss the latest developments in IP and explore business collaboration opportunities.

The Forum last year had attracted **over 2,000** industry players from **36** countries and regions to join, featuring **over 80** heavy-weight speakers to share their insights.



**Be Inspired by High-Profile Speakers**



**Google**  
Senior Counsel,  
Intellectual  
Property  
**Mr John LaBarre**



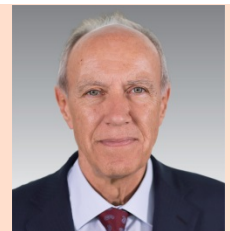
**P&G**  
Senior Counsel,  
Greater China,  
Intellectual  
Property  
**Mr David Upite**



**Unilever**  
Head of Patent,  
China  
**Mr Ben Wang**



**ZTE Corporation**  
Director of  
Intellectual  
Property  
**Dr Zhao Qishan**



**World  
Intellectual  
Property  
Organization**  
Director General  
**Mr Francis Gurry**

## 2015 Program Overview – IP: Transforming Global Business

### 3 December 2015 (Thursday)

AM	<b>Opening Session</b> <i>(Proposed speakers include State Intellectual Property Office of the People's Republic of China, World Intellectual Property Organization)</i> <b>Plenary Session I – Sustainable IP Business Model in the Ever-changing World</b> <b>Plenary Session II – The Global Trend for IP Licensing Strategies</b>	<b>2.5</b> CPD Points
Noon	<b>Keynote Luncheon</b>	<b>1.5</b> CPD Points
PM	<b>Concurrent Breakout Sessions</b> discussing IP arbitration and mediation, IP valuation, Big Data Monetization and IP, advanced materials IP, IP issues in the China's film industry, and the IP Markets in Chinese mainland, Taiwan and HK.	<b>3</b> CPD Points
<b>4 December 2015 (Friday)</b>		
All Day	<b>Concurrent Breakout Sessions</b> discussing IP portfolio management, IP protection, IP transaction, IP issues in wearable technologies, 3D printing & licensing, as well as IP markets in Asia Pacific.  Click <a href="#">HERE</a> for the latest Program!	<b>5</b> CPD Points

\*CPD Credit Points are subject to change per the final programme

## Other Exciting Elements at BIP Asia 2015

- ✓ **80+** internationally renowned speakers sharing valuable insights
- ✓ **2000+** IP industry players from HK, the Chinese Mainland and overseas
- ✓ An **expanded exhibition zone** featuring IP service providers providing free on-site consultations and IP owners with latest technology
- ✓ One-on-one **business-matching meetings** and **networking events**

## Special Offer for members of Hong Kong Mediation Centre!

**Register before 30 September 2015: HK\$600 / US\$80**  
**(Promo code: BIP2015HKMCCPD)**

Two-day pass *inclusive* of networking lunch on 3 Dec (Original Price: HK\$1,600 / US\$200)

**Register Now**

Or Click [HERE](#) to Register





## Prominent Participants of BIP Asia



**AND MORE...**

**MARK YOUR DIARY for 3-4 December 2015!**

Stay Tuned @ [www.bipasiaforum.com](http://www.bipasiaforum.com) for the latest programme!

**Register Now**



**Mark Diary NOW!**

### Organisers:



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



An Event of

### Concurrent Events:



**World SME Expo**  
國際中小企博覽



**Inno Design Tech Expo**  
設計及創新科技博覽



## Enquiries

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