

5-6 December 2019  
Hong Kong Convention and Exhibition Centre  
[www.bipasiaforum.com](http://www.bipasiaforum.com)



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# 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 eighth edition, held 6-7 December 2018, featured more than 80 prominent speakers and attracted over 2,600 IP professionals and industry leaders.

Theme of 2019

**IP: Building an Innovative and Inclusive  
Future for Businesses**

# Star Speakers of Coming BIP 2019



## Erich Andersen

Corporate Vice President & Chief IP Counsel



## Paul Lin

Vice President,  
Global Business Development and IP



## BIP 2018 at a Glance



**80+**

International  
Renowned Speakers



**2600+**

IP Professionals and  
Business Leaders



**90+**

Exhibitors



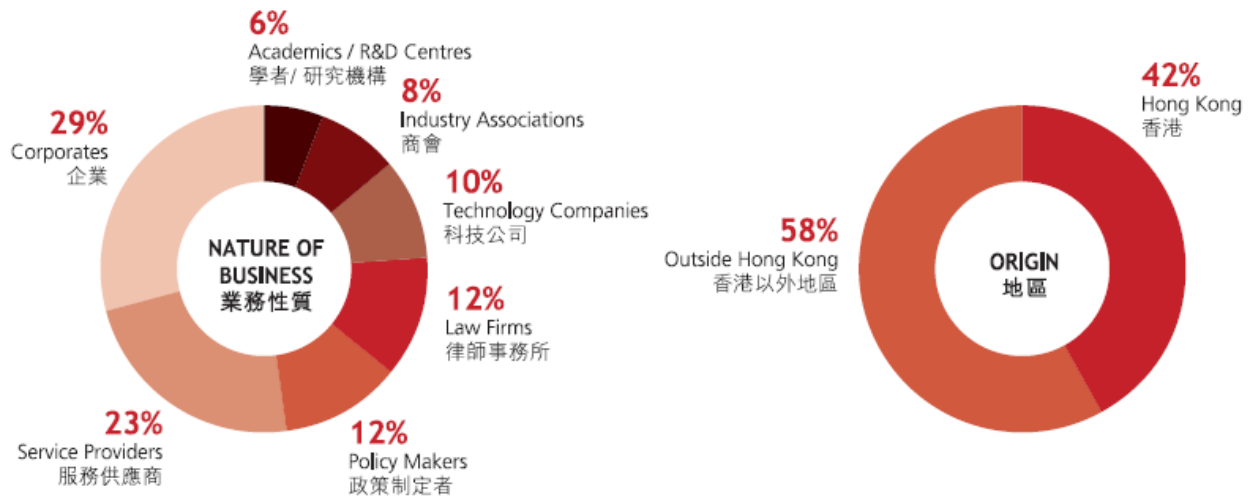
**93%**

Regarded BIP Asia as the  
Leading IP event in Asia



# INTERNATIONAL AUDIENCE PROFILE

## 環球參加者概覽



## Insights and Intelligence

### 12+ Sessions of Plenary and Breakout Discussion

Global IP Ecosystem	Investigations in IP Litigation	Brand Defense
IP and Innovation	Protection of IP in Online Businesses	Technological Competitiveness
3D Trademarks	IP Entrepreneurship	IP Convergence in Cross-media Collaboration
IP Opportunities under Belt and Road and Greater Bay Area Initiative	New Forces of Artificial Intelligence	IP Issues in Data-Driven Innovation

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**Hong Kong Mediation Centre**

Standard Fee: HK\$1,950

**HK\$800**

for a two-day conference with a keynote luncheon on 5 Dec 19

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