IP: Building an Innovative and Inclusive Future for Businesses
知識產權：為企業建構創新及共融的未來

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Hong Kong Convention and Exhibition Centre
香港會議展覽中心

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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.

「亞洲知識產權營商論壇」為世界各地知識產權界專家及商界領袖提供一個理念平台，共同探討亞洲知識產權市場的最新發展，探索商機。第八屆論壇已於2018年12月6-7日圓滿舉行，邀請了超過80位星級講者和專家出席分享，吸引超過2,600位世界各地的業界及專業人士參與。

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

2,600+ IP professionals and business leaders from 28 countries and regions
來自28個國家及地區的知識產權專業人士及商界領袖

90+ exhibitors who are IP owners, international brands or service providers
知識產權持有者，國際品牌和服務供應商

93% of respondents regarded BIP Asia as a leading event compared to similar events in Asia
接受訪問者認為BIP Asia在亞洲是業界活動中的領先地位

93% of respondents were satisfied with the Forum
接受訪問者對本次論壇表示滿意

PAST SPEAKERS

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.

論壇聚集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，進行前所未有的討論。

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Dr. Tony Cho

Dr. Vicky Shiu

Dr. W. Arthur Law

Dr. R. T. Tse

Dr. Thomas F. G. Chan

Dr. Ronald S. R. K. Lee

Dr. David V. Voute

Dr. Kenneth S. Kennedy

Dr. Christian Frey
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。

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。
EXHIBITION ZONE
展覽專區

The BIP Asia exhibition stages alongside the main forum, bringing together IP practitioners from different sectors and countries. Forum participants can ride on the one-stop consultation services at the exhibition zone to know more about technology transfer, commercialisation, and various IP aspects such as patent and trademark applications, licensing, trade and legal issues.

亞洲知識產權研討會設有展覽專區，匯聚各方面從事知識產權人士，分享最新發展及資訊。無論參加者對知識轉移及商品化，或對專利、商標、版權等知識產權的申請、授權、買賣或法律等環節，有任何需要或者查詢，都可以使用展覽專區的一站式現場諮詢服務。

NETWORKING OPPORTUNITIES
交流機會

A series of networking events, including a keynote luncheon and coffee breaks, is a highlight at BIP Asia, offering ample opportunities for participants to establish new business contacts.

交流活動是論壇的重要元素，一系列包括專題午宴及茶歇等交流活動將為參加者提供良機廣交新知，擴展商網。
INTERNATIONAL AUDIENCE PROFILE

NATURE OF BUSINESS

- 29% Corporates
  企業
- 23% Service Providers
  服務供應商
- 6% Academics / R&D Centres
  學者 / 研究機構
- 8% Industry Associations
  商會
- 10% Technology Companies
  科技公司
- 12% Law Firms
  律師事務所

ORIGIN

- 42% Hong Kong
  香港
- 58% Outside Hong Kong
  香港以外地區
ASIA IP EXCHANGE

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 35 strategic partners from around the globe, AsiaIPEX features more than 28,000 tradable IP listings, ranging from patents, trademarks, copyrights to registered designs.

INNOVATION & IP WEEK

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.

www.innovationandipweek.com
Be Our Audience

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 Exhibitor

展示方案及服務
Book a stand to showcase your latest technologies, IP portfolios, solutions and services
在展覽專區展示企業的最新技術、知識產權組合、解決方案及服務

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

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「香港貿發局國際會議」應用程式
Your one-stop information and networking platform to keep abreast of the latest event updates, connect to potential business partners, and plan your schedule for the conference.
一站式資訊及交流平台讓您掌握會議最新資訊、與潛在商業夥伴交流及安排個人會議。

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