

For Immediate Release:

Fifth Business Of Intellectual Property Asia Forum Kicks Off 80+ Prominent Speakers; 2,000+ IP Professionals Expected to Attend

3 December 2015 - The fifth Business of Intellectual Property Asia (BIP Asia) Forum opened today and continues through tomorrow at the Hong Kong Convention and Exhibition Centre (HKCEC). Jointly organised by the Hong Kong Special Administrative Region (HKSAR) Government, Hong Kong Trade Development Council (HKTDC) and Hong Kong Design Centre (HKDC), this year's BIP Asia Forum adopts the theme of "IP: Transforming Global Business". The event features more than 80 prominent speakers and is expected to attract more than 2,000 IP professionals.

Officiating this morning's opening ceremony were CY Leung, Chief Executive of the HKSAR; Shen Changyu, Commissioner of the State Intellectual Property Office of the People's Republic of China; Francis Gurry, Director General of the World Intellectual Property Organization (WIPO); and Miguel Ángel Margáin, Chair of the Intellectual Property Rights Experts Group of the Asia-Pacific Economic Cooperation.

HKTDC Executive Director Margaret Fong said that the BIP Asia Forum serves not only as a valuable networking platform, but also addresses the needs of owners, users and service suppliers of IP by inviting experts from across the globe to share their insights and promote global IP trading.

High-profile speakers attend plenary sessions

Two plenary sessions were held on the opening day. The first topic was "Sustainable IP Business Model in the Ever-changing World". Renowned guest speakers included Jürgen Koch, Head, Corporate Intellectual Property, Robert Bosch GmbH; Li Fushan, Patent Operations Director, Intellectual Property Department, Tencent Holdings Limited; and Ben Wang, Head of Patents, China, Unilever. Together they discussed how their companies have incorporated various effective IP business models to manage IPs in ways that create opportunities and contribute to the long-term growth of their respective companies.

The second plenary focussed on "Global Trends for IP Licensing Strategies". Speakers included David V Upite, Senior Counsel, Greater China, Intellectual Property, The Procter & Gamble Company; Zhao Qishan, Director of Intellectual Property, ZTE Corporation; and John LaBarre, Senior Counsel, Intellectual Property, Google Inc. They held a lively discussion on the current norms of IP licensing as well as trends which could facilitate efficient and profitable IP transactions.

IP opportunities under the Belt and Road Initiative

Tomorrow's plenary entitled "A New Era of Cooperation - IP Opportunities under the Belt and Road Initiative" will hear from Prof Liu Chuntian, Dean of IP Academy and Director of IP Teaching & Research Centre, Renmin University of China; Dwi. Anita Daruherdani, Secretary General, Indonesian IP Attorneys Association; and Igor A Drozdov, Senior Vice President & Chief Legal

Counsel of the Skolkovo Foundation from Russia. They will shed light on the impact of China's Belt and Road Initiative on IP transactions in Asia and the rest of the world.

Breakout sessions help SMEs develop IP strategies

Several breakout sessions were held today under four main themes; IP Practical Tips, Industry-specific IPs, Asian Trends and Quick Guide to IP Basics.

The sessions, designed to support SMEs in developing IP strategies, focussed on key topics of "Global IP Services for Business: Protecting your Mark, Design and Patent Abroad", "Big Data Monetisation and IP - Turning Concepts into Business Reality", "The Strategic Implications for Chinese Mainland and Hong Kong's Film Industry under the IP Era", "The Reporting Requirement of IP Valuation", "Turning Advanced Materials IP into Differentiated Electronic Products" and "IP Markets in the Chinese mainland, Taiwan and Hong Kong – Business Models and Case Studies".

Tomorrow's breakout sessions will focus on opportunities in specific sectors and regions with topics to include "IP Arbitration and Mediation", "From Lab to Market – A Real Life Story of Commercialisation of IP", "Practical Tips to Protect Your Assets", "3D Printing & IP: Give Life to Your Ideas", "IP Market Insights in Asia Pacific", "Building Your IP Business – Looking into Effective IP Transactions", "Wearable Technologies: Implications for IP" and "Innovation and New Licensing Models in Asia: Lessons Learned from the Hi-Tech Industry".

Concurrent events add value for participants

Held alongside BIP Asia, a two-day "IP Manager Training Programme" is being jointly held by the Intellectual Property Department of the HKSAR Government, and the HKTDC. This programme is being delivered by local IP professionals and covers basic IP concepts, IP transactions, management and protection of IP on the mainland. It also focuses on the management and development of trademarks, patents, copyrights and designs as well as the registration and application process of IPs in Hong Kong. The objectives are to provide personnel training for SMEs and to help raise their competitiveness.

Asia IP Exchange welcomes new strategic partners

Since the HKTDC launched the Asia IP Exchange (AsialPEX) in December 2013, it has grown to include more than 25,000 tradable IP items ranging from patents, trademarks and copyrights to registered designs covering such industries as biotechnology, medicine, electronics and engineering, film and publication. The AsialPEX has more than 15,000 registered members and is the largest international IP trading platform in Asia. On the sidelines of the BIP Asia Forum, the HKTDC will sign memoranda of understanding with new strategic partners, namely Australian CleanTech, IP Center Skolkovo from Russia and The Israel Tech Transfer Organization tomorrow (4 December). This will further strengthen information exchange and cooperation in IP and expand the number of strategic partners of the AsialPEX to 33.

Top brands on display

The BIP Asia exhibition is being staged alongside the main forum, bringing together IP practitioners from different sectors and countries. This year, more than 80 exhibitors have joined the exhibition,

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including such international brands as Google, Stratasys, Qihoo 360 and Thomson Reuters as well as local and foreign R&D centres, universities, WIPO and a number of IP services suppliers such as Marks & Clerk, China Patent Agent and Transpacific IP. The exhibition facilitates networking and information sharing among forum participants.

Innovation and Intellectual Property Week

To raise awareness of IP issues and opportunities, the Innovation and Intellectual Property Week is underway in Hong Kong. Organised jointly by the HKTDC and a number of other organisations, the Innovation and Intellectual Property Week aims to facilitate innovation, international IP trading and exchange among global IP industry players through a range of IP-related events. This provides SMEs with a one-stop platform for value-added services and solutions. In addition to BIP Asia, the events include the HKTDC InnoDesignTech Expo, HKTDC World SME Expo and Hong Kong International Franchising Show, which will be held concurrently from 3 to 5 December at the HKCEC.

Related Websites:

BIP Asia Forum: <http://bipasiaforum.com>

Asia IP Exchange: <http://www.asiaipex.com>

InnoDesignTech Expo: <http://www.hktdc.com/innodesigntechexpo>

World SME Expo: <http://www.hktdc.com/worldsmeexpo>





Hong Kong International Franchising Show: <http://www.hktdc.com/fair/hkifs-en/>

Photos

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From left: Victor Lo, Chairman, Board of Directors, Hong Kong Design Centre; Miguel Ángel Margáin, Chair of the Intellectual Property Rights Experts Group of the Asia-Pacific Economic Cooperation; Gregory So, Secretary for Commerce and Economic Development of the HKSAR Government; Francis Gurry, Director General of the World Intellectual Property Organization; CY Leung, Chief Executive of the HKSAR Government; Shen Changyu, Commissioner of the State Intellectual Property Office of the People's Republic of China; HKTDC Executive Director Margaret Fong; and Wang Binying, Deputy Director General of the World Intellectual Property Organization at the opening ceremony of the BIP Asia Forum

	<p>CY Leung, Chief Executive of the HKSAR Government, delivers his address</p>
	<p>HKTDC Executive Director Margaret Fong says the BIP Asia Forum not only serves as a valuable networking platform, but also addresses the needs of owners, users and service suppliers of IP</p>
	<p>The fifth edition of the BIP Asia Forum is expected to attract more than 2,000 IP professionals during its two-day run at the HKCEC</p>
	<p>From left: Allen Ma, Chief Executive Officer, Hong Kong Science & Technology Parks Corporation moderates the opening plenary session under the theme of “Sustainable IP Business Model in the Ever-changing World”. Speakers include Jürgen Koch, Head, Corporate Intellectual Property, Robert Bosch GmbH; Fushan Li, Patent Operations Director, Intellectual Property Department, Tencent Holdings Limited; and Ben Wang, Head of Patents, China, Unilever</p>



From left: Giustino de Sanctis, Founder and CEO of Vectis, moderates the second plenary session entitled “Global Trends for IP Licensing Strategies”. Speakers include David V Upite, Senior Counsel, Greater China, Intellectual Property, The Procter & Gamble Company; Zhao Qishan, Director of Intellectual Property, ZTE Corporation; and John LaBarre, Senior Counsel, Intellectual Property, Google Inc.



More than 80 exhibitors are taking part in the BIP Asia exhibition to showcase their services and share information about the latest IP developments

Media Enquiries

Please contact the HKTDC's Communication and Public Affairs Department:

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Media Registration: Media representatives wishing to cover the event may register on-site with their business cards and/or media identification.

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About the HKTDC

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, [manufacturers](#) and [services providers](#). With more than 40 offices globally, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia. The HKTDC also organises [international exhibitions, conferences](#) and business missions to provide companies, particularly SMEs, with business opportunities on the mainland and in overseas markets, while providing information via [trade publications, research reports](#) and [digital channels](#) including the [media room](#). For more information, please visit: www.hktdc.com/aboutus. Follow us on  Google+  Twitter @hktdc  LinkedIn