

For Immediate Release:

BIP Asia Forum and InnoDesignTech Expo To Open Next Month *Twin Shows to Explore the Business of Innovation across Sectors*

20 November 2015 – In the face of challenges brought about by economic uncertainties and increased market competition, brand building, product design and quality are increasingly the key to business success. Through intellectual property trading, businesses can enjoy new opportunities for such intangible assets as branding, innovative designs and patented technologies. To promote the business of intellectual property and business innovation, the fifth Business of Intellectual Property Asia (BIP Asia) Forum and the 11th edition of the HKTDC InnoDesignTech Expo (IDT Expo) will be held at the Hong Kong Convention and Exhibition Centre (HKCEC) next month, on 3 to 4 December and 3 to 5 December respectively.

Raymond Yip, Deputy Executive Director of the Hong Kong Trade Development Council (HKTDC), said intellectual property and business innovation are more important than ever in today's rapidly changing economic environment. He said this year's BIP Asia and IDT Expo will offer a diverse programme of lectures, forums, seminars and exhibitions, providing an invaluable platform for exchange among industry professionals, enriching the knowledge base for various sectors, and enhancing business competitiveness by promoting the development of intellectual property trading and innovation in Asia and beyond.

Industry professionals to converge at BIP Asia

Organised by the Hong Kong Special Administrative Region (HKSAR) Government, the HKTDC and the Hong Kong Design Centre, more than 2,000 IP professionals and industry players are expected to attend this year's BIP Asia. Spread across three plenary and more than 15 breakout sessions, over 80 prominent speakers will share their insights on how enterprises can strengthen their business through IP protection, trading and innovation.

Chief Executive of the HKSAR CY Leung will be joined by 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, and Miguel Ángel Margáin, Chair of the Intellectual Property Rights Experts Group, Asia-Pacific Economic Co-operation to officiate at the opening of the BIP Asia Forum.

Star Speakers to share IP insights

This year's BIP Asia features three plenary sessions, with two happening on the first day. The first, "Sustainable IP Business Model in the Ever-changing World," features IP leaders Dr 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. The second plenary session targets "Global Trends for IP Licensing Strategies" and will bring together David V Upite, Senior Counsel, Greater China, Intellectual Property, The Proctor & Gamble Company; Dr Zhao Qishan, Director, Intellectual Property, ZTE Corporation; and John LaBarre, Senior Counsel, Intellectual Property, Google Inc. to share their views on future trends for the industry.

On the second day of the forum, the third plenary session "A New Era of Cooperation – IP Opportunities under the Belt and Road Initiative," will welcome Professor Liu Chuntian, Dean, the Renmin University of China (RUC) IP Academy, Director, the RUC IP Teaching & Research

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Center; Dwi. Anita Daruherdani, Secretary General, Indonesian IP Attorneys Association; and Igor Drozdov, Senior Vice-President, Skolkovo Foundation (Russia) to analyse how IP will affect the changing face of regional and global trade.

Meanwhile, the breakout sessions will be held under four thematic tracks: IP Practical Tips, Industry-specific IPs, Asian Trends and Quick Guide to IP Basics.

During BIP Asia, the HKTDC and the Intellectual Property Department (IPD) of the HKSAR Government will jointly organise a two-day “IP Manager Training Programme”, in which experts from the IPD will discuss topics including IP fundamentals, IP trading, IP management and protection on the Chinese mainland, management and exploitation of trademarks, patents, copyright and registered designs, and registration and application procedure of IP rights in Hong Kong.

The event will also feature an exhibition zone to bring together IP practitioners and share information on recent developments. Among the more than 80 exhibitors participating in this year’s event will be global brands like Google, Stratasys, Qihoo 360 and Thomson Reuters as well as local and overseas technology research centres, universities, IP service suppliers, and the World Intellectual Property Organization. The IP services providers such as Marks & Clerk, China Patent Agent and Transpacific IP will help to connect participants with potential IP trading partners, and provide free onsite IP consultation.

Asia IP Exchange to strengthen its global links

Launched by the HKTDC in 2013, the Asia IP Exchange is a free online IP trading platform and database currently listing more than 25,000 tradable IP items, including trademarks, patents, copyright and registered designs in the fields of biotechnology, medicine, electronics and engineering technology, film and publishing, among others. It is now the largest IP trading platform in Asia with a membership exceeding 15,000. On the second day of BIP Asia, memoranda of understanding will be signed with three new partners from Australia, Israel and Russia to strengthen information exchange and cooperation in IP, bringing the platform’s total number of strategic partners to 33. Strategic partners of Asia IP Exchange include Association of University Technology Managers (AUTM) from the United States, WIPO Green of the World Intellectual Property Organization and a number of universities and technological research institutes in Hong Kong.

InnoDesignTech Expo

Now in its 11th year, the IDT Expo will once again provide a platform for creative, technology, and IP trading professionals to expand business networks and develop projects.

Global Partnerships flourish

As a leading European creative hub, Barcelona is this year’s partner city for the IDT Expo under the theme “Barcelona Inspires Design”. In addition to highlighting leading brands and companies from the city such as FCBarcelona, MANGO, Roca and TOUS, the event will also feature a series of seminars on topics ranging from innovation in eco-design and e-commerce to designing cities of the future. Experts in the field of innovation and design from Japan, Italy, Switzerland and Taiwan will also exchange ideas and insights with Hong Kong business leaders at the various talks and seminars to be held during the event.

The IDT Expo will also encourage global ties with other cities and help businesses explore

opportunities in innovation and applied technology by bringing together more than 430 exhibitors from 19 countries and regions around the globe, a new record for the event.

Zoning in on innovation

Exhibitor zones in the event's two thematic halls, Trade Hall and Inspiration Hall, will make it easy for fairgoers to find the design- and tech-related professionals, products and innovations they need. Building on last year's success, the Creative and Tech Start-up Zone in the Trade Hall will bring together close to 100 start-ups from around the world, including those from the Hong Kong Science and Technology Parks Corporation, InnoCentre, Cyberport, iStartup@HK and tertiary institutions in Hong Kong, as well as representatives from the UAE, Czech Republic, Israel, Malaysia and Mexico, with the UAE and Mexico organising start-up pavilions for the first time. Also in the Trade Hall, the Global Invention Zone will have nearly 100 inventors from around the world presenting their latest creations, helping to create business opportunities in IP.

Open to the public free of charge, the Inspiration Hall will showcase exceptional projects by top Hong Kong and international designers, to promote the exchange of creativity and ideas as well as to arouse interest in innovative design works and technologies among the general public. This year's IDT Expo will feature the largest number of Hong Kong designs in recent years, including a Hong Kong designers' "10cc – Hong Kong Spirit" showcase of chair designs and "Urban Oasis" design blueprints created by local young designers, both presented by the Hong Kong Interior Design Association.

Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region* will continue to sponsor the Hong Kong Creative Force Zone in the Inspiration Hall this year. The Zone will showcase more than 100 outstanding local creations, including innovative lifestyle items crafted from reclaimed bamboo scaffolding and lamp wood presented under the theme "CREATE OUTSIDE THE GRID", a cross-discipline collaborative project between the HKTDC and 29 Hong Kong designers. Also exhibited in the Inspiration Hall will be the latest designs from FASHIONALLY by HKTDC as well as success stories in "transformation and upgrading" and new media marketing.

Inventions and events

On each day of the fair, thematic seminars will be organised to discuss specific themes to benefit particular types of innovative professionals. The Creativity for Business Track will feature seminars on brand strategy, creativity, design and more. The Innovation for Business Track will discuss such topics as smart manufacturing, smart retailing and smart business data for marketing. The Creative & Tech Start-up Track will be devoted to talks on start-up marketing, commercialisation and investor relations, and funding innovation.

Other seminars and star speakers are featured throughout the event, providing an opportunity for visitors to engage all aspects of the business of innovation. A 3D printing workshop as well as business matching and networking events will also provide a platform for innovative professionals to connect with new partners and collaborators.

The Hong Kong Maker Club will also organise a robot boxing contest in the afternoon of 5 December in the Inspiration Hall.

Weeklong festivities

BIP Asia and IDT Expo are part of the "Innovation and Intellectual Property Week," organised by the HKTDC in conjunction with other organisations. As part of this IP celebration, two other major

parallel events will be taking place at the HKCEC, with the HKTDC World SME Expo and Hong Kong International Franchising Show to be held on 3 to 5 December.

*Disclaimer: Create Hong Kong of the Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communication and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

IDT Expo Product Highlights:

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	<p>From left: Edmond Wong, Founder, ITUM; Ada Leung, Director, Intellectual Property Department, HKSAR Government; Raymond Yip, Deputy Executive Director, HKTDC; CK Kwong, President, Asian Patent Attorneys Association; and Jordan Cheng, CEO, Dragon Creative Enterprise Solution Limited, announce details of the upcoming Business of Intellectual Property Asia (BIP Asia) Forum and InnoDesignTech Expo (IDT Expo)</p>
	<p>More than 2,000 IP professionals and industry players are expected to attend the fifth BIP Asia Forum. The event will gather over 80 prominent speakers and also feature an exhibition zone (Photo: 2014 BIP Asia Forum)</p>
	<p>The 11th IDT Expo will bring together more than 430 exhibitors from 19 countries and regions around the globe, a new record for the event (Photo: 2014 IDT Expo)</p>

Business of IP Asia Forum

Date:	3-4 December (Thursday-Friday)
Venue:	Halls 5F-G, HKCEC
Time:	9am – 6pm
Language:	English (supported by simultaneous interpretation in Putonghua)
Registration:	Online registration

InnoDesignTech Expo

Hong Kong Trade Development Council 香港貿易發展局
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Tel: (852) 2584 4333 Fax: (852) 2824 0249

Date:	3-5 December (Thursday-Saturday)
Venue:	Halls 1A-C and Hall 3D-E, HKCEC
Time:	3-4 Dec (9:30am-7:00pm) 5 Dec (9:30-6:30pm)
Registration:	Online registration

Fair Website:

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

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

Media Enquiries

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To view press releases in Chinese, please visit <http://mediaroom.hktdc.com/tc>

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