

For immediate release:

Expanded BIP Asia Forum Opens Next Month ***Global Experts to Explore Opportunities in IP Innovation***

20 November 2014 –The fourth Business of IP Asia (BIP Asia) Forum, co-organised by the Hong Kong SAR Government and the Hong Kong Trade Development Council (HKTDC), takes place at the Hong Kong Convention and Exhibition Centre (HKCEC) on 4-5 December. This year, over 80 prominent speakers will take part in this unique platform for IP-related business in Asia.

With plenary and 25 breakout sessions over two days, BIP Asia is expected to attract more than 2,000 IP professionals and industry players to share ideas on how enterprises can protect their IP and explore new business opportunities through IP trading and innovation.

Raymond Yip, Assistant Executive Director of the HKTDC, said: “To facilitate IP trading and the exchange of ideas, BIP Asia not only provides the industry with a valuable business platform, it also addresses the needs of the IP owners, users and services suppliers by inviting local and international experts to share their insights.”

Hong Kong’s Chief Executive CY Leung, World Intellectual Property Organisation Deputy Director General Wang Binying, State Intellectual Property Office of the People’s Republic of China Deputy Director Zhao Zhibin and World Trade Organization Intellectual Property Division Director Antony Taubman will officiate at the opening ceremony on 4 December.

Star Speakers

This fourth edition of BIP Asia adopts the overarching theme of “Intellectual Property: Powering Business Expansion” and features two plenary sessions. The first plenary, “IP Business Potential behind Innovations”, includes such high-profile speakers as Dr. Joo Sup Kim, Vice President, Intellectual Property Centre, LG Electronics; Toshimoto Mitomo, Executive Vice President, Intellectual Property Department, Sony Corporation of America; and Brian Hinman, Chief Intellectual Property Officer, Royal Philips. Among the speakers at the second plenary session under the theme “Global Patent Strategies for Emerging Technologies” will be Kwang Jun Kim, Senior Vice President and Chief IP Officer, IP Team, Samsung Display; Maria Lam, Chief of Staff to the General Counsel, Intel Corporation; and Christian Frey, Head of Innovation & Patent Coordination, Siemens.

In addition to discussing future directions of IP trading on a macro-level, breakout sessions will be held in the afternoon of the first day and throughout the second day of the forum to cater to the specific IP trading needs of different industries. These industries range from fashion design, computer software and wearable technology to film copyright trading, biotechnology and Traditional Chinese Medicine. This year, new topics including IP valuation, auditing, arbitration and mediation will be introduced to provide a host of practical IP information and tips to participants.

The IP Network

The exhibition zone of BIP Asia 2014 will be expanded to facilitate networking activities and information-sharing among IP practitioners. Over 40 exhibitors will showcase and promote their services during the forum, including technology giants Sony and Royal Philips, as well as the World Intellectual Property Organisation, local and foreign technology research centres, universities and IP services suppliers.

Asia IP Exchange

Launched last year, the Asia IP Exchange currently lists more than 25,000 tradable IP items and offers free IP information to IP owners, users and services providers. Membership of Asia IP Exchange now exceeds 10,000 and it has reached cooperation agreements with more than 20 local and overseas partners. On the eve of the BIP Asia Forum, memoranda of strategic cooperation will be signed with new partners from Beijing, New Zealand and Scotland to strengthen information exchange and cooperation in IP.

Week of IP

To maximise the impact of BIP Asia, the HKTDC has joined forces with a number of organisations to host an “Innovation and Intellectual Property Week” through 1-6 December. It includes three major parallel events at the HKCEC, namely, the BIP Asia Forum, the HKTDC World SME Expo (4-6 Dec) and the HKTDC Inno Design Tech Expo (4-6 Dec).

SME World

The World SME Expo includes 360 exhibitors from around the world and is supported by organisations from Japan, Malaysia, Singapore and Thailand as well as Hong Kong and the Chinese mainland. Among the dedicated zones at the expo is the Franchising Hall, featuring more than 60 brands from Europe and the US as well as countries across Asia. Among the more than 30 seminars and forums is the “Branding Strategies in the Digital Era” series which includes four thematic sessions co-organised by the HKTDC and the Trade and Industry Department of the Hong Kong SAR Government. There will also be a “Franchising Summit” and a “CEO Dialogues” series.

Inno Design Tech Expo

The 10th edition of the Inno Design Tech Expo (IDT Expo) includes more than 50 seminars, inno talks and forums spotlighting a range of issues including design and branding, transmedia and social media marketing, and funding and start-up solutions.

For the first time, the IDT Expo has gathered innovative works from more than 100 inventors from Hong Kong, the Chinese mainland, Indonesia, Italy, Japan, Malaysia, Poland, Qatar, Serbia and Taiwan to showcase their inventions.

The Expo also includes a number of new themed areas including 3D Printing Solutions, Creative & Tech Start-ups Zone, Global Invention Zone and Brands of Inspiration.

With Sweden as this year’s partner country for the IDT Expo, a number of leading Swedish brands such as IKEA, Scania, Volvo and Electrolux will be featured at the event.

Photo Download: http://filesharing.tdc.org.hk/hktdc/download.php?fid=_phpd05EH6

	<p>From left: Anita Leung, Chair, Licensing Executive Society of China; Raymond Yip, HKTDC Assistant Executive Director; and C.K. Kwong, President, Asian Patent Attorneys Association, announce details of the upcoming Business of IP Asia Forum on 4-5 December</p>
	<p>Last year's forum attracted more than 1,700 intellectual property buyers and sellers, R&D professionals, finance and legal intermediaries and design and technology practitioners from around the world</p>

Websites:

Business of IP Asia Forum: <http://www.bipasiaforum.com>

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

Inno Design Tech Expo: <http://www.hktdc.com/innodesigntechexpo>

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About 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 [service providers](#). With more than 40 global offices, 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 [trade fairs](#) 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 [online](#). For more information, please visit: www.hktdc.com. Follow us on  Google+  Twitter @hktdc  LinkedIn