

For immediate release:

Annual BIP Asia Forum Opens Up a World of Opportunity *Information Age Places Hong Kong in the Regional IP Spotlight*

4 December 2014 – Asia’s premier annual event for the intellectual property (IP) sector opened today at the Hong Kong Convention and Exhibition Centre (HKCEC). The Business of IP Asia (BIP Asia) Forum, co-organised by the Hong Kong SAR Government, the Hong Kong Trade Development Council (HKTDC) and the Hong Kong Design Centre, features an exhibition as well as plenary and 25 breakout sessions over two days (4-5 Dec).

Speaking at today’s Opening Ceremony, HKTDC Executive Director Margaret Fong said the transition to a knowledge-based global economy was placing more focus on the business of intellectual property in Asia.

“Today, we have some 2,000 IP professionals taking part in BIP Asia 2014. That’s nearly triple the number of people who joined the inaugural forum in 2011,” Ms Fong said. “The prestige of BIP Asia is also boosted by the presence of some of the world’s largest IP owners, users and service providers. At our expanded exhibition zone this year, you will find some of the world’s technology giants, as well as technology research centres, universities and IP services suppliers.”

Also speaking at the opening ceremony, Chief Executive of the Hong Kong SAR, CY Leung, said the government had taken on the role as a co-organiser of the event for the second year in a row.

“We are doing so because we are passionate about intellectual property, about the critical role IP plays in enabling international trade, investment and innovation,” Mr Leung said. “Indeed, these largely define today’s Hong Kong. Reimagined and reinforced by IP, they will surely shape tomorrow’s Hong Kong.”

This fourth edition of BIP Asia adopts the theme of “Intellectual Property: Powering Business Expansion”. World Intellectual Property Organization 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 also officiated at the opening ceremony.

Thought Leaders

Some 80 prominent speakers are taking part in this year's forum. The opening Plenary Session entitled "IP Business Potential Behind Innovations" featured 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" were 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. The Secretary for Commerce and Economic Development of the HKSAR Government, Gregory So, was the Keynote Luncheon speaker.

Breakout Sessions

This afternoon's breakout sessions targeted specific IP topics including legal services, fashion design and wearable technology. Tomorrow's breakout sessions will focus on areas such as film copyright trading, dispute resolution and Traditional Chinese Medicine. This year, new topics including IP valuation, auditing and arbitration have been included in the programme to provide a host of practical IP information and tips to participants.

Exhibition Zone

The exhibition zone of BIP Asia has been expanded this year to facilitate networking activities and information-sharing among IP practitioners. Close to 50 exhibitors are showcasing their services including technology giants Sony and Royal Philips, as well as local and foreign technology research centres, universities and IP services suppliers. World Intellectual Property Organization will also demonstrate their online services and provide the latest updates on WIPO services.

Asia IP Exchange

Launched last year, the Asia IP Exchange lists more than 25,000 tradable IP items and offers free IP information to IP owners, users and services providers. On the eve of the BIP Asia Forum, memoranda of strategic cooperation were signed with new partners from Beijing, Hong Kong, New Zealand and the Philippines to strengthen information exchange and cooperation in IP. Being the Asia's largest international online IP trading platform, Asia IP Exchange has over 10,000 registered members and has reached cooperation agreements with 28 local and overseas institutions.

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) with a combined total of more than 700 exhibitors and over 23,000 visitors.

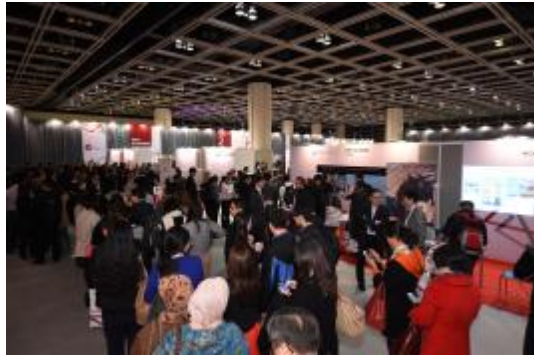


Business of IP Asia Forum website: www.bipasiaforum.com

Innovation and IP Week website: www.innovationipweek.com

Asia IP Exchange website: www.asiaipex.com

Photo Download: http://filesharing.tdc.org.hk/hktdc/download.php?fid=_phpxYF0Gi

	<p>Speaking at the opening ceremony of the BIP Asia Forum, HKTDC Executive Director Margaret Fong said that the transition to a knowledge-based global economy is placing more focus on the business of intellectual property in Asia</p>
	<p>Hong Kong SAR Chief Executive CY Leung highlighted the importance of intellectual property protection and the critical role that intellectual properties play in enabling international trade, investment and innovation</p>
	<p>(From left): World Trade Organization, Director, Intellectual Property Division Antony Taubman; Hong Kong SAR Secretary for Commerce and Economic Development Gregory So; Chief Executive CY Leung; HKTDC Executive Director Margaret Fong; Hong Kong Design Centre Chairman Victor Lo; World Intellectual Property Organization Deputy Director General Wang Binying and Deputy Director of General Affairs</p>

	<p>Office, State Intellectual Property Office of the PRC Zhao Zhibin at the opening ceremony</p>
	<p>More than 2,000 intellectual property buyers and sellers, R&D professionals, finance and legal intermediaries and design and technology practitioners are taking part in the two-day forum</p>
	<p>(From Left): Swedish Agency for Growth Policy Analysis Director and Head of the Department, Enrico Deiacco; LG Electronics Vice President, Intellectual Property Center, Dr Joo Sup Kim; Sony Corporation of America Executive Vice President, Intellectual Property Department, Toshimoto Mitomo; and Royal Philips Chief Intellectual Property Officer Brian Hinman at the Plenary Session on “IP Business Potential Behind Innovations”</p>
	<p>(From Left): Thomson Reuters Director, IP Management Consulting Services, Adam E Jaffe; Samsung Display Senior Vice President and Chief Intellectual Property Officer, Kwang Jun Kim; Intel Corporation Chief of Staff to the General Counsel Maria Lam; and Siemens Head of Innovation & Patent Coordination Christian Frey discuss on the topic of “Global Patent Strategies for Emerging Technologies”</p>




Asia IP Exchange signing ceremony for memoranda of strategic cooperation on 3 December. (From left): Dr Dennis Ng, President, Hong Kong Brands Protection Alliance Limited; Ricardo Blancaflor, Director General, Intellectual Property Office of the Philippines; Raymond Yip, Deputy Executive Director of HKTDC; Dr Andy Shenk, Representative of Return on Science from New Zealand; and John Zhang, Secretary General, International Technology Transfer Network from Beijing

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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