

To Assignment Editor:

World SME Expo, Inno Design Tech Expo Open Next Week
BIP Asia Forum to Explore Regional Opportunities in IP Trading
Special Media Preview to Take Place Next Wednesday

29 November 2012 – Nearly 700 exhibitors from around the world will take part in HKTDC World SME Expo and HKTDC Inno Design Tech Expo (IDT Expo), which open 6 December at the Hong Kong Convention and Exhibition Centre (HKCEC). The two fairs will feature a wealth of products and services, market information, creative ideas, networking sessions and business opportunities for SMEs. Alongside the two expos, the Business of IP Asia Forum (BIP Asia) will be held 7 December.

Chief Executive CY Leung will be Guest of Honour at the joint opening of World SME Expo and IDT Expo. The two fairs continue through 8 December.

Under the theme “Transforming Business for Tomorrow,” World SME Expo will showcase two zones – Solutions Hall and Opportunities Hall, to help SMEs enhance competitiveness and explore business opportunities. A series of seminars and networking activities will be held throughout the expo.

Danish Design Spotlight

At IDT Expo, Denmark, the fair’s Partner Country, will showcase its world-class design and innovation under the theme “Design Society Denmark.” The Danish pavilion will be located in Inspiration Hall, and the public is welcome to join. Another expo highlight will be the “Intellectual Property (IP) Trading and R&D Zone,” in Trade Hall.

The BIP Asia Forum will bring together more than 1,100 intellectual property professionals, government officials and industry players to explore IP business opportunities in Asia, particularly the Chinese mainland. On 6 December, the HKTDC will sign IP partnership agreements with the Denmark Patent and Trademark Office, the China Technology Exchange, based in Beijing, the Shanghai Technology Transfer Exchange, and the Association of University Technology Managers, based in the United States. For the HKTDC, they mark the first cooperation agreements expressly created to promote bilateral trade in intellectual properties.

A special press preview of World SME Expo and Inno Design Tech Expo will be held next Wednesday (5 December), the day before the fairs open, from 3pm to 4pm, at the HKCEC’s HKTDC Media Centre, Expo Drive Entrance. HKTDC Assistant Executive Director Raymond Yip will host the event. You and your media representatives are welcome to cover the preview and the fairs.

Fair Schedule

World SME Expo & IDT Expo

Date: 6-8 December (Thursday to Saturday)

Hours: 6-7 December: 9:30am-7pm

8 December: 9:30am-6:30pm

Venue: World SME Expo – Hall 1C-E, HKCEC, Wan Chai

IDT Expo – Hall 1A-C and 3D-E, HKCEC, Wan Chai

BIP Asia Forum

Date: 7 December (Friday)

Hours: 9am-5pm

Venue: Hall 3B-C, HKCEC, Wan Chai

Press Registration Counter

World SME Expo & IDT Expo: Harbour Road Entrance (on the way to Hall 1), HKCEC

BIP Asia: Hall 3C, HKCEC

Media Centre: Expo Entrance, HKCEC

Media may register at either the Press Registration Counter or the Media Centre; please bring working pass and name card.

Fair Websites

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

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

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

Media Enquiries

Please contact the HKTDC's Media & Public Affairs Department:

Angela Cheu Tel: (852) 2584 4525 Email: angela.ly.cheu@hktdc.org

Agnes Wat Tel: (852) 2584 4554 Email: agnes.ky.wat@hktdc.org

Gabrielle Cheng Tel: (852) 2584 4393 Email: gabrielle.yl.cheng@hktdc.org

Major Events

6 December (Thursday)

Opening Ceremony

HKTDC World SME Expo and HKTDC Inno Design Tech Expo – Joint Opening Ceremony

Time: 9am: Media Reception
9:30am: Opening Ceremony
Venue: Expo Drive Entrance, HKCEC
Guests: CY Leung, Chief Executive, Hong Kong SAR Government
Jack So, Chairman, HKTDC
Fred Lam, Executive Director, HKTDC

World SME Expo

Opening Ceremony: Malaysian Pavilion

Time: 10am
Venue: Malaysia Pavilion, Hall 1D

IDT Expo

Opening Ceremony: Danish Pavilion

Time: 10:20am-11:45am
Venue: Hall 3D-E, HKCEC
Guests of Honour: Crown Prince Frederik of Denmark
Crown Princess Mary of Denmark

Opening Ceremony: Dutch Pavilion

Time: 11am-noon
Venue: Hall 3D-E, HKCEC

Taiwan Pavilion: Press Event

Time: 11am-noon
Venue: Hall 1A-C, HKCEC

BIP Asia

Strategic Partnership Signing Ceremony

Time: 10:30am-11:15am
Venue: N105, HKCEC
Hosts: Jesper Kongstad, Director-General & CEO, Danish Patent and Trademark Office
Xu Xiang Yang, Vice President, China Technology Exchange, Beijing
Zhao Hui Lin, Vice President, Shanghai Technology & Transfer Exchange
Vicki Loise, Executive Director, Association of University Technology Managers, US
Raymond Yip, Assistant Executive Director, HKTDC

7 December (Friday)

BIP Asia

Opening Session

Time: 9am: Media Reception
9:30am: Opening Session
Venue: Hall 3C, HKCEC
Hosts: Greg So, Secretary for Commerce and Economic Development, HKSAR
Fred Lam, Executive Director, HKTDC

Thematic Session – Global IP Business: Trends and Strategies

Time: 9:40am-10:45am
Venue: Hall 3C, HKCEC
Panel Chair: Yvonne Chua, President (2013/14 designate), Licensing Executives Society International
Speakers: Grégoire Bisson, Director, The Hague Registry, Brands and Designs Sector, World Intellectual Property Organisation
Wolf Meier-Ewert, Counsellor, Intellectual Property Division, World Trade Organisation
Q. Todd Dickinson, Executive Director, American Intellectual Property Law Association

World SME Expo

A New Era for Trade: Meet the HKTDC's Economists on Future Business Strategies

Time: 1:30pm-2:30pm
Venue: Seminar Room E, Hall 1E, HKCEC
Moderator: Edward Leung, Director of Research, HKTDC
Speakers: Pansy Yau, Deputy Director of Research (Greater China), HKTDC
Daniel Poon, Principal Economist (Global Research), HKTDC
Dickson Ho, Principal Economist (Asian and Emerging Markets), HKTDC

Press Briefing: Launch of the New HKTDC Research Portal and Trade Outlook for 2013

Time: 2:30pm-3:30pm
Venue: Seminar Room E, Hall 1E, HKCEC
Speaker: Edward Leung, Director of Research, HKTDC

Networking Cocktail: HKTDC Enterprise 45th anniversary celebration and launch of Enterprise yearbook 2013

Time: 5:30pm-7pm
Venue: Networking Corner 1, Hall 1D, HKCEC
Host: Benjamin Chau, Deputy Executive Director, HKTDC

For full seminar schedule, please visit:

World SME Expo

http://form.hktdc.com/UI_VisitorIntranet/Public/SeminarListPublic.aspx?EVENTID=d9288d78-a90b-4a90-af8f-82b6c804272f&LANGID=1

IDT Expo

http://www.hktdc.com/fair/innodesigntechexpo-en/s/5430-General_Information/HKTDC-Inno-Design-Tech-Expo/Thematic-Seminar.html

BIP Asia Forum

http://bipasiaforum.com/en/info_programme.html