

To Assignment Editor:

## **Intellectual Property Forum Expecting 1,350 Participants This Week's BIP Asia Forum to Spotlight Asian IP Trading Opportunities**

**3 December 2012** – Some 1,350 intellectual property professionals and government officials will take part in the Business of IP Asia Forum, 7 December, at the Hong Kong Convention and Exhibition Centre. The participation total is expected to nearly double the attendance at last year's inaugural forum.

Hong Kong SAR Government Secretary for Commerce and Economic Development Gregory So will deliver the Forum's opening remarks, along with Hong Kong Trade Development Council (HKTDC) Executive Director Fred Lam. The HKTDC is organising the day-long event together with the Hong Kong Design Centre.

Speakers at the Forum's opening session, "Global IP Business: Trends and Strategies," will include the World Intellectual Property Organization's Gregoire Bisson and the World Trade Organization's Wolf Meier-Ewert. Jesper Kongstad, Director-General and CEO of the Danish Patent and Trademark Office, and Vicki Loise, Executive Director of the Association of University Technology Managers, will be among those speaking at the morning's "IP in the 21<sup>st</sup> Century: Trading out of the Box" session. The HKTDC will sign IP cooperation agreements with the US and Danish organisations, along with IP exchanges from Beijing and Shanghai, on 6 December.

The event's keynote luncheon speaker will be Liu Yanxin, from the China Patent Information Center, State Intellectual Property Office.

The Forum will take place alongside HKTDC World SME Expo and HKTDC Inno Design Tech Expo, 6-8 December, at the HKCEC.

### **BIP Asia Forum**

**Date:** 7 December (Friday) **Hours:** 9am-5pm **Venue:** Hall 3B-C, HKCEC, Wan Chai

**Press Registration Counter:** 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.

**Forum Website:** <http://www.bipasiaforum.com>

### **Media Enquiries**

Please contact the HKTDC's Corporate Communication Department:

**Joe Kainz** Tel: (852) 2584 4216 Email: [joe.kainz@hktdc.org](mailto:joe.kainz@hktdc.org)