

To Assignment Editor:

Second Intellectual Property Forum Held Today ***Business of IP Asia Forum Attracts more than 1,400 Participants***

7 December 2012 – More than 1,400 intellectual property professionals and government officials from 23 countries and regions took part in today's Business of IP Asia Forum at the Hong Kong Convention and Exhibition Centre. The event attracted twice as many participants as attended last year's inaugural forum.

Hong Kong SAR Government Secretary for Commerce and Economic Development Gregory So delivered the Forum's opening remarks, emphasising Hong Kong's strengths as an IP trading centre.

"Together with our sound financial and legal systems, a low-tax regime and world-class service industries, Hong Kong is fully equipped to pioneer new frontiers in the evolving IP landscape," said Mr So. "The government is committed to facilitating and promoting Hong Kong as a regional IP trading hub. Our Intellectual Property Department is reaching out to all relevant sectors to champion the cause," he added.

Asian IP Opportunities

"A key factor driving IP trading today is the dramatic economic shift from West to East, and the equally significant rise of Asian consumption, particularly on the Chinese mainland," said Hong Kong Trade Development Council (HKTDC) Executive Director Fred Lam, who also spoke at the opening. "Those realities bring with them extraordinary IP opportunities here in Asia, particularly for Hong Kong business and the growing critical mass of IP-related companies based here," added Mr Lam.

The HKTDC organised the day-long event together with the Hong Kong Design Centre.

High-Profile Speakers

Nearly 40 prominent speakers participated in the event's panel discussions and sessions, with topics ranging from trademarks and licensing to the latest software copyright trends, and IP in biotechnology and traditional Chinese medicine. An afternoon session featured a session on IP valuation.

Speakers at the Forum's opening session, "Global IP Business: Trends and Strategies," included the World Intellectual Property Organization's Grégoire Bisson and the World Trade Organization's Wolf Meier-Ewert.

International Cooperation






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, were among those speaking at the morning's "IP in the 21st Century: Trading out of the Box" session. Yesterday, the HKTDC signed IP cooperation agreements with the US and Danish organisations, along with IP exchanges from Beijing and Shanghai.

Liu Yanxin, from the China Patent Information Center, State Intellectual Property Office, delivered the keynote luncheon address following remarks by Hong Kong SAR Government Intellectual Property Department Director Peter Cheung.

Concurrent Events

The Forum took place alongside HKTDC World SME Expo and HKTDC Inno Design Tech Expo, 6-8 December, at the HKCEC. The latter fair is showcasing an “IP Trading and R&D zone,” featuring more than 70 exhibitors. They include the Hong Kong Science & Technology Park and the Hong Kong Invention Association, along with exhibitors from the mainland, Switzerland and Taiwan.

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	<p>More than 1,400 intellectual property professionals and government officials took part in today’s Business of IP Asia Forum. Discussions covered such topics as global IP trading, IP portfolio management, patent protection and business opportunities in mainland China</p>
	<p>Speaking at the BIP Asia Forum’s opening ceremony this morning, Gregory So, the Hong Kong SAR Government’s Secretary for Commerce and Economic Development, said that “the government is committed to facilitating and promoting Hong Kong as a regional IP trading hub”</p>
	<p>Also speaking at the Forum opening, Fred Lam, Executive Director of the HKTDC, noted the “extraordinary IP opportunities in Asia, particularly for Hong Kong business and the growing critical mass of IP-related companies” based in Hong Kong</p>
	<p>Grégoire Bisson, Director, Hague Registry, Brands and Designs Sector of the World Intellectual Property Organization, spoke about the rising demand for IP rights in Asian markets</p>
	<p>Peter Cheung, Director of the Hong Kong SAR Government’s Intellectual Property Department, said that the growing demand for IP on the mainland points to huge opportunities for Hong Kong companies</p>



The Forum's keynote luncheon speaker, Liu Yanxin, Director General Assistant in the State Intellectual Property Office's China Patent Information Center, emphasised the growing business opportunities on the mainland

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

Media Enquiries

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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 [service providers](#). With more than 40 global offices, including 11 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 connect companies with opportunities in Hong Kong and on the mainland, while providing information via [trade publications](#), [research reports](#) and [online](#). For more information, please visit: www.hktdc.com.

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