

To Assignment Editor:

## **Third Intellectual Property Forum Opens in Hong Kong *Two-Day Business of IP Asia Forum Attracts Over 1,600 Players***

**5 December 2013** – More than 1,600 intellectual property buyers and sellers, R&D professionals, finance and legal intermediaries and design and technology practitioners from 25 countries and regions are taking part in the Business of IP Asia Forum, which opens today and continues through tomorrow at the Hong Kong Convention and Exhibition Centre.

Under the theme “IP: Driving the New Economy,” the event has attracted nearly three times more than attended the Forum’s debut, two years ago.

Hong Kong SAR Chief Executive CY Leung delivered the Forum’s opening remarks, emphasising Hong Kong’s fast-emerging role as the Asian region’s IP trading centre.

### **Asia’s IP Trading Hub**

Hong Kong Trade Development Council (HKTDC) Executive Director Fred Lam, who also spoke at the opening session, said that “Hong Kong has long been one of the world’s key trading economies and a global financial centre. Now, with mainland China taking off as an important IP supplier and user, Hong Kong is poised to become the Asian region’s IP trading hub.”

### **Expanding Forum**

That growing role is reflected in the Forum itself, which has expanded to two days. And, for the first time, the Hong Kong SAR Government joins the HKTDC and the Hong Kong Design Centre as an organiser of the Forum.

This year, more than 60 prominent speakers are participating in the event’s panel discussions and sessions. The timely topics range from disputes in the design and creative industries to technology transfer and licensing, IP monetisation and intellectual capital management, software patenting and IP bullying.

Aside from Mr Leung and Mr Lam, speakers at the Forum’s opening session were: China’s State Intellectual Property Office Commissioner Tian Lipu, and World Intellectual Property Organization Deputy Director General Wang Binying.

### **High-Profile Panel Discussions**

Two panel discussions took place this morning. The first, “Rethinking Corporate IP Strategies,” featured Lenovo Vice President of Intellectual Property Ira Blumberg, Palo Alto Research Center Vice President and Chief Intellectual Property Officer Damon Matteo, and Sanofi Global Head, Regional Patent Support, Roberto Ribeiro. Donald Merino, Managing Director and founder of Transpacific Advisors Ltd, was Panel Chair.

That was followed by the “IP of the Future” session. Speakers included Dr Bernard Meyerson, IBM Fellow & Vice President of Innovation, IBM. David Llewelyn, Professor of Intellectual Property Law at King’s College London, was Panel Chair.

## Asia IP Exchange

Following this morning's opening addresses, the Asia IP Exchange was relaunched, with Mr Leung and Mr Lam among the officiating guests. The Exchange, established at last year's Forum as an IP information site, was launched today as a business site.

The Exchange now includes more than 20 partners from Asia, Europe and North America, and lists over 20,000 tradable IP assets from nearly 20 countries and regions. As Mr Lam told the Forum gathering this morning: "The Asia IP Exchange is designed to put IP owners and prospective buyers together. Business should follow."

## International IP Week

BIP Asia is the flagship event of International Intellectual Property Week, a series of IP sector conferences, exhibitions, seminars and networking events taking place, 2-7 December, in Hong Kong.

BIP is being held alongside HKTDC Inno Design Tech Expo (IDT Expo) and HKTDC World SME Expo, which opened today and continue through 7 December at the HKCEC. IDT Expo's "IP Trading and R&D Zone" features more than 90 exhibitors.

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

**Photo download:** [http://filesharing.tdc.org.hk/hktdc/download.php?fid=\\_phpYTz45w](http://filesharing.tdc.org.hk/hktdc/download.php?fid=_phpYTz45w)



The Business of IP Asia Forum opened today with the Hong Kong SAR Government joining the Hong Kong Trade Development Council (HKTDC) and the Hong Kong Design Centre as a Forum organiser. Chief Executive CY Leung delivered the Forum's opening remarks, emphasising Hong Kong's fast-emerging role as the Asian region's IP trading centre



Speaking at the Forum opening this morning, HKTDC Executive Director Fred Lam said that "Hong Kong is poised to become the Asian region's IP trading hub"



More than 1,600 intellectual property buyers and sellers, R&D professionals, finance and legal intermediaries and design and technology practitioners from 25 countries and regions are taking part in the two-day Forum



The Asia IP Exchange was relaunched today, with CY Leung and Fred Lam among the officiating guests. The Exchange now includes 21 partners from Asia, Europe and North America, and lists over 20,000 tradable IP assets



At a 4 December signing ceremony, IP associations from Canada, Malaysia, the United Kingdom and Beijing joined the Asia IP Exchange, which was established by the HKTDC a year ago. With the addition of a Shanghai association earlier this week, the Exchange now counts 21 members, ranging from universities and R&D centres to IP associations. Raymond Yip (centre), Assistant Executive Director of the HKTDC, took part in the signing ceremony on behalf of the Council

## 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 12 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](http://www.hktdc.com).

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