



4-5 December 2014

Hong Kong Convention & Exhibition Centre

www.bipasiaforum.com

Business of IP Asia Forum

Intellectual Property : Powering Business Expansion

Jointly organised by the Government of the HKSAR, HKTDC and Hong Kong Design Centre, the 4th Edition of Business of Intellectual Property Asia Forum (BIP Asia) is returning on 4-5 December 2014 with the exciting theme: “**Intellectual Property: Powering Business Expansion**”. While our Chief Executive Mr C Y Leung will give the welcome remarks, the Forum will also feature many heavy-weight speakers from the IP industry.

Renowned Speakers from IP industry



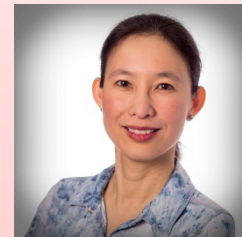
Mr. Kwang Jun Kim
Senior Vice President and Chief Intellectual Property Officer, IP Team, Samsung Display



Mr. Toshimoto Mitomo
Executive Vice President, Intellectual Property Dept, Sony Corporation of America



Dr. Joo Sup Kim
Vice President, Intellectual Property Center, LG Electronics, Inc.



Ms. T. Maria Lam
Chief of Staff to the General Counsel Intel Corporation



Mr. Brian Hinman
Chief Intellectual Property Officer Philips



Mr. Christian G. Frey
Head of Innovation & Patent Coordination Siemens



Ms. Wang Binying
Deputy Director General, World Intellectual Property Organization



Mr. Antony Taubman
Director, Intellectual Property Division, World Trade Organization



Programme at a Glance

4 December 2014 (Thursday)							
08:30 – 09:30	Registration and Networking						
	Opening Session						
09:30 – 12:30	Plenary Session I – IP Business Potential Behind Innovations						
	Plenary Session II – Global Patent Strategies for Emerging Technologies						
12:30 – 14:00	Keynote Luncheon						
Concurrent Breakout Sessions							
14:00 – 15:30	IP Audit and Due Diligence	Intersection of Technology and Design in Fashion	Managing IP's Milestone Asia-Pacific Cases for 2014	IP and M&A: The Ecosystem, Best Business Model and Case Studies			
15:30 – 16:15	Coffee Break / Speed Networking						
16:15 – 17:45	IP Opportunities in the Internet and Cultural Economy	Wearable Technology Seminar		Effective IP in a Company			
17:00 – 18:00	Speed Networking / Business Matching Sessions at BIP Asia Exhibition Hall						
5 December 2014 (Friday)							
Concurrent Breakout Sessions							
09:30 – 11:00	Seeing through the Cloud: Understanding Agile Innovation Using Open Source Licences	Best Practices on IP Dispute Resolution through Mediation and Arbitration	A New IP Commercialization Business Model for Movie Industry – Can Micro Movies be Disruptive?	Structuring Your IP Deals: Looking Into A Comprehensive Approach	Breakout session powered by APAC Innovation Summit: Venture Capital and Angel Investment Conference		
11:00 – 11:30	Coffee Break / Speed Networking						
11:30 – 13:00	Exploitation of IP Rights in Business – Technology Transfer and Licensing	Using IP Valuation to Generate Business Value	Building an IP Infrastructure for HK: The Learning from Malaysian and Singaporean Experience				
13:00 – 14:00	Lunch Break / Speed Networking						
14:00 – 15:30	Open Innovation and Collaboration	IP Financing & IP Auditing	IP Seminar on Biotechnology and Traditional Chinese Medicine	Breakout session powered by International Technology Transfer Network (ITTN)	Breakout session powered by APAC Innovation Summit: Venture Capital and Angel Investment Conference		
15:30 – 16:15	Coffee Break / Speed Networking						
16:15 – 17:45	Film Copyright Trading						
17:00 – 18:00	Speed Networking / Business Matching Sessions at BIP Asia Exhibition Hall						

*Note: All programmes are subject to change without prior notice



Members of The European Chamber of Commerce in Hong Kong can enjoy the Special Discount!

HKD500 (Promo Code: BIP2014SO_80)

*Original Price: ~~HKD1,600~~ (Two-day pass inclusive of lunch on 4 Dec 2014)

*Register and pay in full on or before **14 November 2014** to enjoy the discount

Register Now

MARK YOUR DIARY on 4-5 December 2014!

Stay Tuned @ www.bipasiaforum.com for the latest programme!

Click [here](#) for online registration

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An Event of



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Inno Design Tech Expo
設計及創新科技博覽

10th
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Anniversary



Enquiries:

Mr. Hayens Luk Tel: (852) 2584 4011

Email: hayens.hl.luk@hktdc.org

Ms. Caroline Wong Tel: (852) 2584 4508

Email: caroline.h.wong@hktdc.org