



**BIP ASIA**

Business of IP Asia Forum  
亞洲知識產權營商論壇

**4-5 December 2014**

Hong Kong Convention & Exhibition Centre

[www.bipasiaforum.com](http://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 4<sup>th</sup> 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 Hong Kong Association of Energy Engineers can enjoy the Special Discount!

**HKD500 (Promo Code: BIP2014SO\_14)**

\*Original Price: ~~HKD1,600~~ (Two-day pass inclusive of networking 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](http://www.bipasiaforum.com) for the latest programme!

Click [here](#) for online registration

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### Organisers:



香港特別行政區政府  
The Government of the Hong Kong  
Special Administrative Region



An Event of



### Concurrent Events:



**World SME Expo**  
國際中小企博覽



**Inno Design Tech Expo**  
設計及創新科技博覽

**10<sup>th</sup>**  
周年  
Anniversary



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