

Hong Kong as Asia's IP Trading Platform

BIP Asia (Business of Intellectual Property Asia Forum) is an exciting platform which brings together businessmen and professionals from around the world with an interest in IP trading to explore new business.

Date: 2 December 2011(Friday)

Venue: N101, Hong Kong Convention & Exhibition Centre

Organisers:



Sponsor:



Concurrent Events:



Forum attendees will get a **complimentary** research report
"HK Grows as a Regional IP Market"



(worth HK\$200)

Hong Kong as Asia's IP Trading Platform

Programme

09:00 – 09:15 Opening Ceremony

Venue: N101

Welcoming Remarks

- ◆ Ms. Margaret Fong, Deputy Executive Director, Hong Kong Trade Development Council
- ◆ Mr. Peter Cheung, Director, Intellectual Property Department, Hong Kong SAR Government

09:15 – 10:55 Plenary Session

Venue: N101

Global Technology IP Trading

Representative from Microsoft's IP licensing team will share its success in managing and monetising IP as part of its overall business strategy.

- ◆ Ms. Simone Misra, Outbound Licensing, Corporate Intellectual Property & Licensing, Microsoft Corporation (also, Vice President, Licensing Executive Society USA & Canada)

Latest Trends on Global IP Trading

What is the next big thing in monetising IP? What are the latest transactions options? Ocean Tomo, an U.S. IP merchant bank will share with you the latest landscape in global IP trading.

- ◆ Mr. Michael D. Friedman, Chief Investment Officer, Ocean Tomo

Chinese Mainland Leading Brand's IP Strategy

A top-notch Chinese enterprise will share how it incorporates IP into the core of its business, and how a strategic IP management has helped it to expand its business from China to the whole world.

- ◆ Mr. Liu Yubo, Senior IP Director, ZTE (中興通訊高級知識產權總監劉羽波先生)

IP Trading on the Chinese Mainland

Representatives from the mainland government and the leading mainland IP trading platform will introduce the IP development and opportunities on the Chinese mainland in accordance to China's "National Patent Development Strategy 2011-2020".

- ◆ Mr. Mao Jinsheng, Director-General, Intellectual Property Development & Research Center, State IP Office of PRC (中國國家知識產權局知識產權發展研究中心毛金生主任)
- ◆ Mr. Cai Minyong, President, Shanghai United Assets and Equity Exchange (上海聯合產權交易所總裁蔡敏勇先生)

11:10 – 12:00 Panel Discussion Session (1)

Venue: N101

IP Portfolio Management and IP Deal Negotiation

Some studies suggest that IP accounts for almost 80% of the market value of the Standard & Poor's 500 index. How to study and analyse the IP map of your industry? If you want to license out or license in IP to furnish your portfolio and make money, what are the techniques? 2 leading patent-trading firms are going to share their "secrets" with you.

- ◆ Mr. Guy Proulx, Managing Director, Transpacific IP
- ◆ Dr. Don Merino, Senior Vice President of Licensing, Intellectual Ventures
- ◆ Mr. Stephen Robertson, Director, Metis Partners

12:00 – 13:30
Venue: N201

Keynote Luncheon

Opening Remark:

- ◆ Mr. Andrew Liao, GBS, SC, JP, Practising Senior Counsel

Keynote Speech

How to optimise your innovation investment? How to find a complete IP management circle by streamlining the research, capture, protect and leverage processes? Representative from Hewlett-Packard, ranked as the one of the top IT companies in terms of patent quality and portfolio, will share HP's IP strategies with you.

- ◆ Dr. Tao Zhang (張濤女士), Director, Patent Sales Group, Intellectual Property Licensing, Hewlett-Packard

13:30 – 14:30
Venue: N101

Panel Discussion Session (2)

The Growth of IP Business in New Asian Decade

Technology institutions could play a pivotal role to a country's technology advancement. They act as the pioneer of industries and provide guidance to SMEs. Institutional representatives from Singapore and Hong Kong would share their IP strategies, in particular how they assist SMEs to identify, adopt and capitalise on IP to upgrade their businesses.

- ◆ Dr. Sze Tiam Lin, Director, IPI Limited, Singapore
- ◆ Dr. Nim Cheung, CEO, HK Applied Science and Technology Research Institute
- ◆ Ir. Allen Yeung, Vice President, Business Development and Technology Support, Hong Kong Science & Technology Parks Corporation

14:45 – 16:00
Venue: N101

Panel Discussion Session (3)

The Maximisation of Design Value

Everyone is talking about how upgrade and transform could help businesses to sail through the uncertain economic outlook. What is the role of design in it? How could better design management provide competitive advantage to designers and manufacturers? How should designers and design owners protect themselves against design theft? This session, joined by design and IP experts from around the world, would stage an inspiring discussion on these.

- ◆ Dr. Raymond Choy, Co-founder & Honorary Treasurer, Asian Licensing Association (also, founder & president of Toy2R)
- ◆ Mr. Gus Desbarats, CEO, British Design Innovation (also, Chairman, Alloy Ltd)*

16:00 – 18:00

Thematic Workshops

1-on-1
Business Matching

(*): invited

Note: All programmes are subject to change without prior notice