



Intellectual Property: Driving the New Economy



www.bipasiaforum.com

Business of IP Asia Forum

5-6 December 2013 • Hong Kong Convention and Exhibition Centre

The Business of Intellectual Property Asia Forum (BIP Asia) is the HKTDC's annual anchor IP event, aiming at facilitating international enterprises to manage and monetise their IP as part of their overall business strategy through the Hong Kong platform, which has distinct advantages serving as the regional IP marketplace.

Last year, the 2nd edition of the event attracted 39 internationally renowned speakers from Hong Kong and overseas and over 1,400 participants from 23 countries and regions. Building on previous success, BIP Asia will return in 2013 with an expanded **two-day** schedule under the theme -

“Intellectual Property: Driving the New Economy”



Highlights of BIP Asia 2013:

- ✓ **60+** internationally renowned speakers to speak on the topics: **“Latest Trends in the Ever-Changing IP World”**, **“Rethinking Corporate IP Strategies”** and **“IP of the Future”**
- ✓ **1600+** participants from **23+** countries and regions
- ✓ **12+** breakout sessions on **“IP Practical Tips”** and **“Industry Specific IPs”**
- ✓ Mingle with **1600+** professional IP players, IP service providers and business professionals from Hong Kong, the Chinese Mainland & overseas to explore new business opportunities through our customised **business-matching meetings**

Hong Kong Association of Energy Engineers (HKAEE) is pleased to be one of the supporting organisations of the Business of IP Asia Forum. Being our members, you could enjoy the below special offer:

Special Offer for members of HKAEE *:	Original registration fee: HKD1,600	HKD500 (two-day pass, Networking Luncheon included) (Promo Code: BIP2013SO_10)
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* Register and pay in full on or before **13 November (Wednesday)** to enjoy the discount.

STAR SPEAKERS



The Hon C Y Leung,
GBM, GBS, JP
The Chief Executive
Hong Kong Special
Administrative Region
People's Republic of China



Dr. Bernard Meyerson
Chief Innovation Officer
IBM



Mr. José Estabil
Director
Innovation &
Entrepreneurship
**Massachusetts Institute
of Technology**



Mr. Ira Blumberg
Vice President
Intellectual Property
Lenovo



Mr. Damon Matteo
Vice President and CIPO
**Palo Alto Research
Center**

Programme Highlights

5 December 2013 (Thursday)				
08:30 – 09:30	Registration and Networking			
09:30 – 12:30	Opening Session and AsiaIPEX Launch Ceremony			
	Panel Discussion I – Rethinking Corporate IP Strategies			
	Panel Discussion II – IP of the Future			
12:30 – 14:00	Networking Luncheon			
Concurrent Breakout Sessions				
14:00 – 17:00	IP Practical Tips	Industry Specific IPs	Breakout powered by: InnoAsia	
	Common Areas of Disputes in Design and Creative Industries	Innovation and Creativity of Future Clothing	Tech Forum: Renewable Energy and Waste Management	Tech Forum: Emerging Technologies for Smart City
	Managing IP's Milestone Asia - Pacific Cases for 2013	Exploitation of IP rights in Business - Technology Transfer and Licensing		
17:00 – 19:00	Business Matching Sessions at BIP Zone of IDT Expo			
6 December 2013 (Friday)				
Concurrent Breakout Sessions				
09:30 – 12:30	IP Practical Tips	Industry Specific IPs	Breakout powered by: InnoAsia	
	IP Monetisation and Intellectual Capital Management	Case studies on IP Trading among SMEs in Asia	Investment Workshop	Tech Forum: Eco-City, EcoMobility
	Patent Troll and IP Bullying	Smart Innovation: A Strategic Approach to Software Patenting		
14:00 – 17:00	Best Practices on Worldwide IP Exchange Platforms	Novel Approaches for IP Management in Biotechnology and Traditional Chinese Medicine	Hong Kong Venture Capital and Angel Investment Conference	Tech Forum: Innovative Energy Technologies
	How to Improve University Industry Partnerships	Intellectual Property in the Cultural/ Creative Industries in Hong Kong and the European Union		
17:00 – 19:00	Business Matching Sessions at BIP Zone of IDT Expo			

Click [HERE](#) for the full programme. The above programme is subject to change without prior notice.

We look forward to seeing you at BIP Asia 2013!

Organisers:



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



An Event Of:



Concurrent Events:



Platinum Sponsor:



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