

1-2 December 2016  
Hong Kong Convention and Exhibition Centre

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# IP in the Innovation Era

## FEATURED SPEAKERS



**Yi Xiaozhun**  
Deputy Director General  
**World Trade Organization**



**Song Liuping**  
Senior Vice President and  
Chief Legal Officer  
**Huawei Technologies Co., Ltd.**



**Seungho Ahn, US Attorney**  
Executive Vice President and Head of IP Center  
**Samsung Electronics Co., Ltd.**



**Roger Martin**  
Senior Vice President and Chief IP Strategist  
**Qualcomm Incorporated**



**Uwe Over**  
Corporate Vice President, Head of IP  
and Associate General Counsel  
**Henkel AG & Co. KGaA**

# Programme Highlights – IP: Transforming Global Business



## Plenary Sessions

- 1) Growth and Opportunities: The Next IP Development in Asia **1 Dec**
- 2) The Future is Open: Managing and Commercialising IP Assets **1 Dec**
- 3) Looking into China's 13th Five Year Plan: New Opportunities in the Innovation Era **2 Dec**

## Global Tech Summit

**1 Dec**

## Concurrent Breakout Sessions

IP Practical Tips

IP Market Insight

Industry-specific IP



Why **BIP Asia 2016** is a must - attend event :

<p><b>2000+</b> attendance including IP professionals &amp; business leaders</p>	<p><b>80+</b></p> <p>Internationally renowned speakers</p>	<p><b>80+</b> Exhibitors Including IP owners, international brands and service providers</p>	<p>Business matching &amp; networking <b>opportunities</b></p>
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Special Offer for members of  
**Hong Kong Association of Energy Engineers**  
HK \$600  
( Promotion code: BIP2016SO\_73)

Two-day pass includes networking lunch on 1 December (original price: HK\$1,800 / US\$230)

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[www.bipasiaforum.com](http://www.bipasiaforum.com)

### Organisers:



### An event of:



### Concurrent events:



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