

# Business of IP Asia Forum

7 – 8 December 2017

Hong Kong Convention and Exhibition Centre

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## Worldwide Speakers Sharing IP & Tech Insights!

### Plenary Session I – Evolving IP Policy in the Innovation Era



**Andrew Liao,**  
GBS, SC, JP  
Senior Counsel



**Wang Binying**  
World Intellectual  
Property  
Organization



**Dede Mia Yusanti,**  
M.L.S  
The ASEAN  
Working Group on  
Intellectual Property  
Cooperation



**Takayuki Sumita**  
Intellectual  
Property Strategy  
Headquarters,  
Cabinet Office of  
Japan



**Prof Dr Habip  
Asan**  
Turkish Patent  
and Trademark  
Office

### Plenary Session II – Crafting a Comprehensive IP Strategy for the New World Order



**Hao Ma**  
The International  
Association for the  
Protection of Intellectual  
Property



**Annie Tsoi**  
The International  
Association for the  
Protection of Intellectual  
Property



**Gustav Brismark**  
Ericsson AB



**Toshimoto Mitomo**  
Sony Corporation

### Global Tech Summit – The Revolution of Artificial Intelligence



**Prof Kam-Fai Wong**  
The Chinese  
University of Hong  
Kong



**Dr Eric Chang**  
Microsoft Research  
Asia



**Prof Simon See**  
NVIDIA AI  
Technology Center



**Herbert Chia**  
Sequoia Capital China,  
China Electronics  
Standardization  
Institute, B4B Limited

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# Programme Highlights

## Plenary Sessions

1) Evolving IP Policy in the Innovation Era

7 Dec

2) Crafting a Comprehensive IP Strategy for the New World Order

7 Dec

3) Global Tech Summit -  
The Revolution of Artificial Intelligence (AI)

8 Dec

## Concurrent Breakout Sessions

IP for Business Practices

IP Legal Tips

Industry-specific IP

## Highlighted Breakout Sessions:

- Food and IP
- The Dos / Don'ts and the Valuation of IP Transactions: A Case Study on the Cavalia Show
- Crowdsourcing Ideas: Open Innovation and Strategic Partnership
- Corporate Best Practice of Anti-counterfeiting Strategy for Brand Protection



Exhibitor List

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



Concurrent events:



An event of:



Hong Kong Trade Development Council

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