



Intellectual Property: Driving the New Economy



www.bipasiaforum.com

Business of IP Asia Forum

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

Building on the success of the last two editions, Business of Intellectual Property Asia Forum (BIP Asia) will return in 2013 with an expanded **two-day** schedule under the theme “**Intellectual Property: Driving the New Economy**”.

40+ internationally renowned speakers

1,400+ participants from 23 countries and regions



Early Bird Discount*
(on or before 31 October):

HKD1,100 / USD140 (30 % off)
(two-day pass, inclusive of Networking Luncheon)
** Original registration fee: HKD1,600/USD 200*

* Register and pay in full on or before **31 October 2013 (Thursday)** to enjoy the discount.

A Must-not-Miss Regional Anchor IP Event:

What to expect in BIP Asia 2013?

- ✓ Hear from our renowned international speakers on the **Latest Trends in the Ever-Changing IP World**
- ✓ Be “**Rethinking Corporate IP Strategies**” as to gain first-hand exposure to how top brands create IP value
- ✓ Discover examples of “**IP of the Future**” from top brands and academic institutions worldwide
- ✓ Learn about “**IP Practical Tips**”, “**Industry Specific IPs**” and more breakout sessions powered by **InnoAsia**
- ✓ Mingle with IP service providers and business professionals from Hong Kong, the Chinese Mainland & overseas to explore new business opportunities through our customised **business-matching meetings**

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
	How to Improve University Industry Partnerships	How to Protect Your Creative Work? - Intellectual Property and Brand Protection in the Cultural/ Creative Industries		
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:



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