



HONG KONG: ASIA'S IP BUSINESS HUB

香港：亞洲知識產權中心

6-7 / 12 / 2018

Hong Kong Convention
and Exhibition Centre

香港會議展覽中心

www.bipasiaforum.com

#BIPAsia

Organisers 主辦機構



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



Concurrent Events 同期活動



SmartBiz Expo
創智營商博覽



Hong Kong International
Franchising Show
香港國際特許經營展



An Event of Innovation & IP Week
創新及知識產權周活動系列



BIP Asia 2017 Highlights

「亞洲知識產權營商論壇」2017 亮點

80+ internationally renowned speakers
國際知名的演講嘉賓

90+ exhibitors who are IP owners, international brands or service providers
知識產權擁有者、國際品牌和知識產權服務供應商參展



Business of IP Asia Forum 「亞洲知識產權營商論壇」

The Business of IP Asia Forum (BIP Asia) brings together IP professionals and business leaders from around the world to discuss the latest developments in the IP world, and to explore business collaboration opportunities. The Forum's seventh edition, held 7-8 December 2017, featured more than 80 prominent speakers and attracted over 2,500 IP professionals and industry leaders.

「亞洲知識產權營商論壇」為世界各地知識產權業界專家及商界領袖提供一個理想平台，共同探討亞洲知識產權市場的最新發展，探索商機。第七屆論壇已於2017年12月7-8日圓滿舉行，邀請了超過80位星級講者和專家出席分享，吸引超過2,500位世界各地的業界及專業人士參與。

85% * of respondents regarded BIP Asia as a leading event compared to similar events in Asia
受訪者認為「亞洲知識產權營商論壇」於亞洲同類型活動當中佔有領導地位

92% * of respondents were satisfied with the Forum
受訪者對是次論壇表示滿意

96% * of respondents indicated their keen interest to attend the next BIP Asia Forum
受訪者表示有意參與下屆論壇

* Survey conducted by CAP Strategic Research during the Forum
調查機構嘉柏市場策略研究於論壇期間進行訪問

2,500+ IP professionals and business leaders from
知識產權專業人士及商界領袖來自

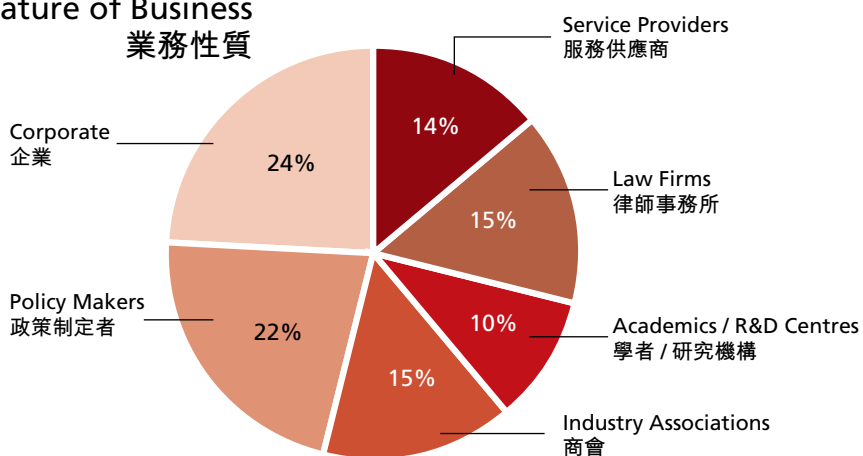
35 countries and regions
國家及地區



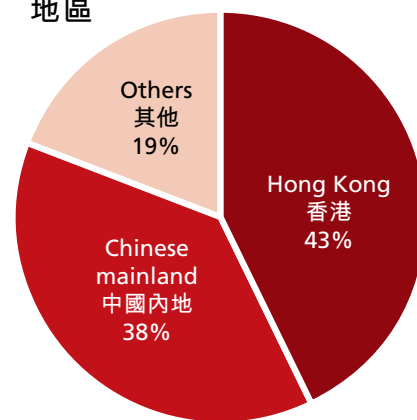
Who Will You Meet?

與會人士概要：

Nature of Business
業務性質



Origin
地區

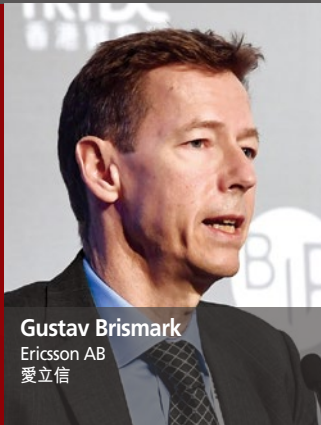


Past Speakers at BIP Asia

「亞洲知識產權營商論壇」歷屆星級講者

The annual forum gathers world-class IP authorities, innovators from international brands and many high-profile leaders for groundbreaking discussions on the global IP infrastructure as well as trading opportunities and challenges facing the business world.

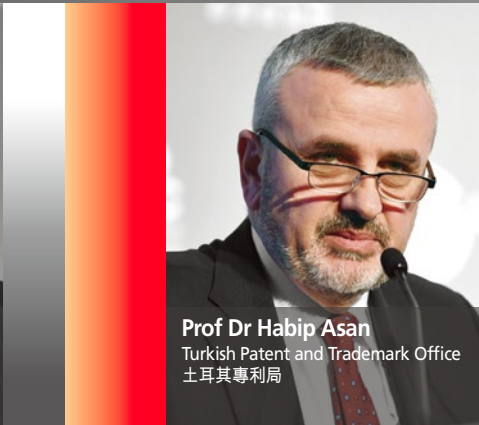
論壇凝聚蜚聲國際的知識產權權威人士、國際品牌的創新專家，以及眾多知名業界領袖，就全球知識產權基礎建設、商界面對的發展機遇及挑戰，進行具前瞻性的討論。



Gustav Brismark
Ericsson AB
愛立信



Toshimoto Mitomo 御供俊元
Sony Corporation
索尼公司



Prof Dr Habip Asan
Turkish Patent and Trademark Office
土耳其專利局



Takayuki Sumita 住田孝之
Cabinet Office of Japan
日本內閣府



Luo Li 羅立
China Literature
閱文集團



Mayank Vaid
Louis Vuitton
路易威登



Hao Ma 馬浩
The International Association for the
Protection of Intellectual Property
國際保護知識產權協會



Molan Karim Tarigan
The ASEAN Working Group on
Intellectual Property Cooperation
東盟知識產權合作工作組



Song Liuping 宋柳平
Huawei Technologies Co., Ltd.
華為技術有限公司



Udo Meyer, DE
BASF SE
巴斯夫



Uwe Over
Henkel AG & Co, KGaA
漢高公司



Ira Blumberg
Lenovo
聯想集團



Andrew Robinson
Bird & Bird
鴻鵠律師事務所



"As an international city, Hong Kong has inherent advantages in trading, commerce, and shipping, and the potential to become Asia's intellectual property trading platform. It is believed that Hong Kong will play an important role in the development of our country's intellectual property in the future."

「香港作為國際大都會，在貿易、金融及航運方面擁有得天獨厚的優勢，有能力打造成亞洲知識產權貿易平台，相信未來香港在國家知識產權發展過程中，扮演更重要的角色。」

Shen Changyu 申長雨

Commissioner, State Intellectual Property Office of the People's Republic of China
中華人民共和國國家知識產權局局長



“I think BIP Asia Forum is very important to show that countries pay more attention to intellectual property protection. BIP Asia Forum is a kind of showcase that Hong Kong and the Chinese mainland or even Asia as a whole is transforming from a manufacturing center to innovation center.”
 「我認為亞洲知識產權營商論壇非常重要，顯示各國愈來愈重視知識產權保護。亞洲知識產權營商論壇展示了香港和中國內地，以至整個亞洲正從生產中心蛻變成創新中心的趨勢。」

Yi Xiaozhun 易小準
 Deputy Director-General, World Trade Organization
 世界貿易組織副總幹事



“BIP Asia Forum has become a major fixture on the global intellectual property calendar, reflecting the growing importance of intellectual property in Asia. Hong Kong of course is a highly significant player, and it’s perfectly placed to play the role of one of the global hubs for IP with its leading support services, and the leading and pioneering role with respect to the trading of intangibles and IP.”

「亞洲知識產權營商論壇已經成為全球知識產權年度盛事，反映知識產權在亞洲重要性與日俱增。香港的角色當然非常重要，憑其卓越的服務配套，以及其在無形資產和知識產權交易方面的領導地位，香港充分擔當起全球其中一個知識產權樞紐的重要角色。」

Francis Gurry
 Director General, World Intellectual Property Organization
 世界知識產權組織總幹事



Yi Xiaozhun 易小準
 World Trade Organization
 世界貿易組織

Shen Changyu 申長雨
 State Intellectual Property Office of the People’s Republic of China
 中華人民共和國國家知識產權局

Francis Gurry
 World Intellectual Property Organization
 世界知識產權組織

Dr Eric Chang 張益肇博士
 Microsoft Research Asia
 微軟亞洲研究院

Prof Simon See 施忠偉教授
 NVIDIA AI Technology Center
 NVIDIA 亞太區人工智能技術中心

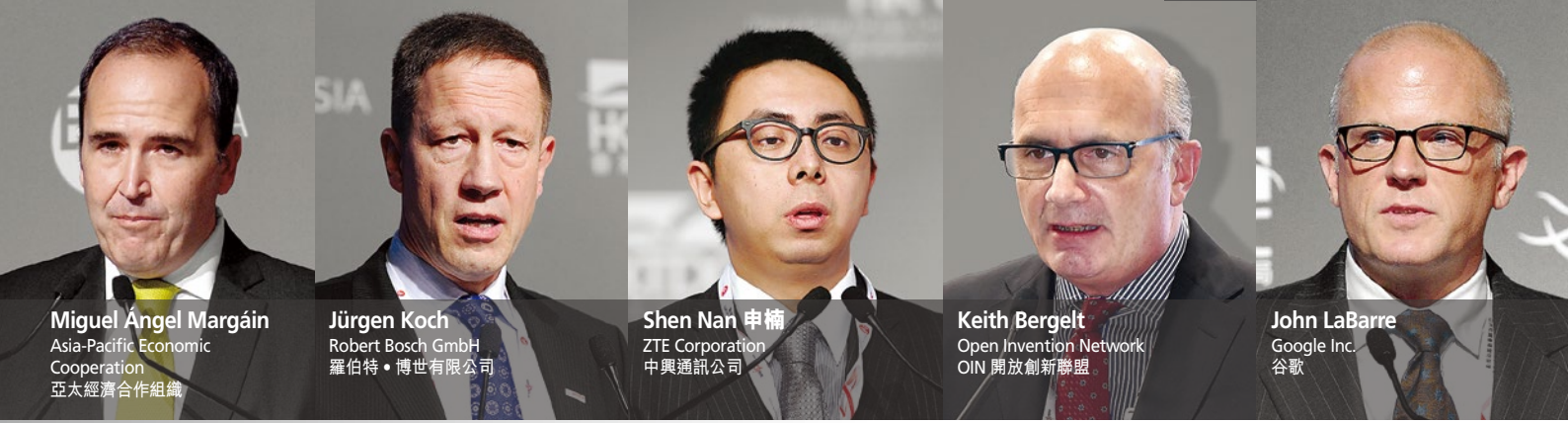


Liu Chuntian 劉春田
 Renmin University of China
 中國人民大學

Christian Frey
 Siemens
 西門子

T. Maria Lam 林彤
 Intel Corporation
 英特爾公司

Kenneth S. Korea
 Samsung Electronics Co., Ltd.
 三星電子



Miguel Ángel Margáin
 Asia-Pacific Economic Cooperation
 亞太經濟合作組織

Jürgen Koch
 Robert Bosch GmbH
 羅伯特·博世有限公司

Shen Nan 申楠
 ZTE Corporation
 中興通訊公司

Keith Bergelt
 Open Invention Network
 OIN 開放創新聯盟

John LaBarre
 Google Inc.
 谷歌



“As a Hong Kong lawyer, I am very proud of the system we have here. I believe it is a very strong IP system. The courts are very firm on IP infringement. That’s a great benefit for clients and branders in Hong Kong. I think on a larger scale, Hong Kong can be seen as an example to follow by other jurisdictions who are seeking to have a strong and transparent IP regulation and regulatory system. So Hong Kong has done a great job. And it’s an example for others to follow.”

「作為香港的執業律師，我對香港的司法制度感到非常自豪。香港擁有一個非常強大的知識產權制度，法庭非常堅定地嚴懲侵權行為，保障客戶及產權擁有者的利益。宏觀角度來看，其他司法管轄區可以視香港為楷模，建立一個強大而透明的知識產權監管制度，所以香港做得非常出色，值得其他地方學習。」

Andrew Robinson
 Counsel, Bird & Bird
 鴻鵠律師事務所顧問

Innovation: Propelling Change, Growth and Connectivity
知識產權與創新：推動革新、增長與聯繫

Global Tech Summit — The Revolution of Artificial Intelligence (AI)
環球科技峰會 — 人工智能的變革



Global Tech Summit 環球科技峰會

Technological innovation is closely linked to IP. The Global Tech Summit at BIP Asia invites technology pioneers and industry disruptors to share insights into the latest global technology trends, success cases of business applications, and explore the impacts of technological innovations on the IP industry.

科技創新與知識產權息息相關，「亞洲知識產權營商論壇」同場舉辦「環球科技峰會」，邀請多名科技先驅和行業革新先鋒，剖析最新環球科技趨勢，分享創新科技商業應用的成功個案，並探討對知識產權業界的影響，讓企業與時並進，搶佔先機。



Breakout Sessions 分組專題討論

A series of breakout sessions allows participants to hold in-depth discussions and interact with speakers from various industries, examining the comprehensive aspects of IP, such as practical legal tips, business practice tips, entrepreneurs and start-ups, as well as market and industry insights.

論壇設多場分組專題討論，來自不同行業演講嘉賓及與會人士作深入討論和互動，探討商業及法律知識、初創企業、市場及行業透視等熱門議題，內容實用和多元化。

Exhibition Zone 展覽專區

The BIP Asia exhibition stages alongside the main forum, bringing together IP practitioners from different sectors and countries. In 2017, more than 90 exhibitors joined the exhibition, including the World Intellectual Property Organization as well as large international technology corporations, IP service providers, top-tier research centres and universities. Forum participants can ride on the one-stop consultation services at the exhibition zone to know more about technology transfer, commercialisation, and various IP aspects such as patent and trade mark applications, licensing, trade and legal issues.

亞洲知識產權營商論壇設有展覽專區，匯聚各方面從事知識產權人士，分享最新發展及資訊，論壇於 2017 年吸引超過 90 家參展商，包括世界知識產權組織、國際大型科技公司、中外頂尖科研中心及大學、知識產權服務供應商等，營造更多商機。無論參加者對知識轉移及商品化，或對專利、商標、版權等知識產權的申請、授權、買賣或法律等環節，有任何需要或者查詢，都可以使用展覽專區的一站式現場諮詢服務。



Networking Opportunities 交流機會

A series of networking events, including a keynote luncheon and coffee breaks, is a highlight at BIP Asia, offering ample opportunities for participants to establish new business contacts.

交流活動是論壇的重要元素，一系列包括專題午餐及茶歇等交流活動將為參加者提供良機廣交新知，擴展商網。



**ASIA IP
EXCHANGE**
亞洲知識產權
交易平台
www.asiaipex.com



asiaipex.com

Beyond the Forum: Asia IP Exchange

Asia IP Exchange (AsiaIPEx) is a free online platform and database showcasing numerous tradable IPs from around the globe, to facilitate international IP trade and connect global IP industry players.

AsiaIPEx has formed alliances with more than 30 strategic partners from around the globe, as well as local R&D centres and technology transfer offices of local universities. It features more than 27,000 tradable IP listings, ranging from patents, trademarks, copyrights to registered designs, and covering industries such as biotechnology, medicine, electronics, engineering, film and publication, generating IP trading opportunities.

Strategic Partnership Signing Ceremony

战略合作項目簽約儀式



Partners from outside Hong Kong 境外合作夥伴



Hong Kong Partners 香港合作夥伴





超越論壇界限：「亞洲知識產權交易平台」

「亞洲知識產權交易平台」：一個免費的網上知識產權交易平台及數據庫，旨在促進國際知識產權交易，並超越論壇界限，聯繫世界各地的知識產權業界人士。

「亞洲知識產權交易平台」現已與來自世界各地超過 30 個策略夥伴達成合作協議，羅列超過 27,000 項包括專利、版權、商標及外觀設計等可供交易的知識產權項目，涵蓋生物科技、醫學、電子、工程、電影和出版等行業，絕對是促成知識產權貿易的有效工具。



Innovation & IP Week 創新及知識產權周

To raise awareness of IP issues and opportunities, the Innovation and Intellectual Property Week takes place in Hong Kong mid-November to December. Organised jointly by the HKTDC and a number of other organisations, the Innovation and Intellectual Property Week aims to facilitate innovation, international IP trading and exchange among global IP industry players, generate synergy through a range of IP-related events, and provide SMEs with a one-stop platform for value-added services and solutions.

為加強企業對知識產權議題的關注，香港貿發局聯同多個機構於 11 月中至 12 月舉辦「創新及知識產權周」。「創新及知識產權周」透過一系列論壇、展覽會、研討會和交流活動，產生協同效應，促進國際知識產權交易活動及全球知識產權業界的交流，共同為中小企提供一站式增值和解決方案。



www.innovationandipweek.com



Hong Kong as Asia's IP Business Hub 香港：亞洲知識產權中心

Hong Kong is a regional marketplace for IP trading, underpinned by its strengths in copyright trading, licensing, franchising, technology transfer and design services.

With the globalisation of IP trade, together with growing IP supply and demand in Asia, Hong Kong is an ideal IP intermediary to serve as an IP management hub, marketing and sourcing platform, and provide various support services.

隨著知識產權貿易活動愈趨全球化，亞洲的知識產權供應及需求與日俱增，市場對能提供區域多元服務的知識產權中介者需求殷切，要求擔當知識產權管理、推廣、營商以及提供相關服務等多重角色。香港一直是區內的知識產權貿易樞紐，在版權貿易、授權、特許經營、技術轉讓和設計服務等各方面均表現卓越，地位超然。



Be our audience 參加論壇

Get inspired and connect with global IP elites, brands and technology leaders
與國際知識產權業界精英、品牌及科技領袖建立聯繫，深入交流

Be our exhibitor 預訂展位

Book a stand to showcase your latest technologies, IP portfolios, solutions and services
在展覽專區展示企業的最新技術、知識產權組合、解決方案及服務

Be our partner 贊助活動

Project your professional corporate image onto the stage of this key international event through sponsorship opportunities
把握此國際業界盛事的宣傳良機，在論壇的舞台上突顯企業的專業形象

Contact Us Now 聯繫我們

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