



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

# Hong Kong: Asia's IP Business Hub

## 香港：亞洲知識產權中心

7-8/12/2017

Hong Kong Convention and Exhibition Centre  
香港會議展覽中心

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



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



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



# BIP Asia 2016 Highlights

## 「亞洲知識產權營商論壇」2016 亮點

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

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

**31** countries and regions  
個國家及地區

### 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 sixth edition, held 1-2 December 2016, 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」(BIP Asia) 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。第六屆論壇已於2016年12月1-2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。

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

**15+** breakout sessions under four main themes:  
IP Practical Tips, IP Market Insight, Industry-specific IP and Quick Guide to IP Basics  
場論壇分組專題，討論四大議題：  
知識產權實用資訊、知識產權市場透視、行業知識產權議題，以及知識產權入門

**74%** \* 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

About **90%** \* of respondents were satisfied with the Forum  
約 受訪者對是次論壇表示滿意

**95%** \* 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 Nielsen during the Forum  
調查機構尼爾森於論壇期間進行訪問



### Who Should Attend?

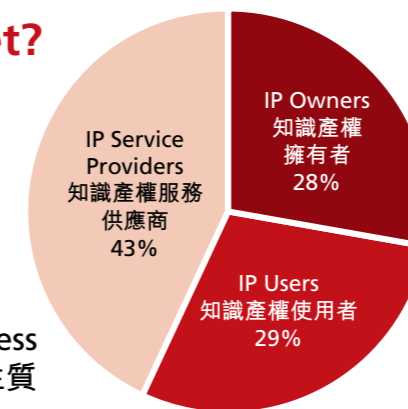
#### 論壇參加者：

- IP Owners 知識產權擁有者
- IP Service Providers 知識產權服務供應商
- Academics / Researchers 學者 / 研究機構
- Design-related Service Providers 設計及相關服務供應商
- IP Users (Manufacturers / Traders) 知識產權使用者 (製造商 / 相關貿易從業員)
- Wholesalers / Retailers / Distributors 批發 / 零售 / 經銷商
- Government Officials / Chambers / Associations 政府官員 / 商會及協會代表

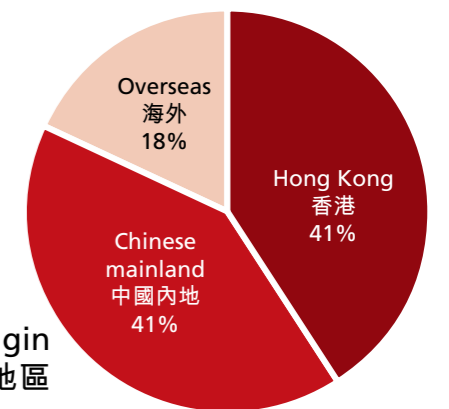
### Who Will You Meet?

#### 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。



*"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



*"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



*"In a forum like BIP Asia, there is an opportunity for lots of ideas exchange. Apart from the beautiful setting, it gets to closer to one of the hot beds of innovation now which is generally Asia and China in particular. A lot of the new development in telecommunication is rapidly coming out of Asia and particularly the Chinese mainland, therefore hearing from people that are working on the Mainland directly is really beneficial."*

「亞洲知識產權營商論壇為與會人士提供交流的機會，我可以與業內人士談論戰略，特別是開放式合作戰略，以及它們如何影響知識產權。除了優質的會場環境，它更是接近亞洲及中國的創新溫床。在我所屬的電信業界中，許多新發展迅速從亞洲及中國湧現。所以直接聆聽在中國工作的講者分享是非常有益的。」

**Roger Martin**  
 Senior Vice President and Chief IP Strategist, Qualcomm Incorporated  
 高通公司高級副總裁及首席知識產權戰略官



## Exhibition Zone 展覽專區

The BIP Asia exhibition will be staged alongside the main forum, bringing together IP practitioners from different sectors and countries. In 2016, more than 90 exhibitors joined the exhibition, including the World Intellectual Property Organization as well as large international technology corporations, top-tier research centres and universities and IP service providers will provide onsite consulting services. 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2016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、中外頂尖研究中心及大學、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。

## Global Tech Summit 環球科技峰會

Technological innovation is closely linked to IP. The inaugural Global Tech Summit at BIP Asia 2016 invited research institutes and technology enterprises to explore global technology trends, share success cases of breakthrough technologies, and examine the relationship between technological innovation and IP.

科技創新與知識產權息息相關，「亞洲知識產權營商論壇」2016首次舉辦「環球科技峰會」，請來多家科研機構及科技企業，剖析環球科技大趨勢，同時分享突破性科技的成功個案，拆解科技創新與知識產權的相互關係，讓企業搶佔先機。



## Networking Opportunities 交流機會

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

交流活動是論壇的重要元素之一，一系列包括午宴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。

## Breakout Sessions 分組專題討論

Breakout sessions allow participants to hold in-depth discussions and interact with speakers from various industries, addressing the latest sector-specific topics and providing participants a host of practical IP tips.

論壇設多場分組專題討論，由來自不同界別的專家探討各行各業相關的知識產權熱門議題，提供一系列的知識產權實用資訊，並跟與會人士作深入討論和互動。





asiaipex.com

## Beyond the Forum: Asia IP Exchange

Asia IP Exchange (AsialPEX) 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.

AsialPEX 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

策略合作項目簽約儀式

2/12/2016



asiaipex.com



## Strategic Partnership Signing Ceremony

策略合作項目簽約儀式



## 超越論壇界限：「亞洲知識產權交易平台」

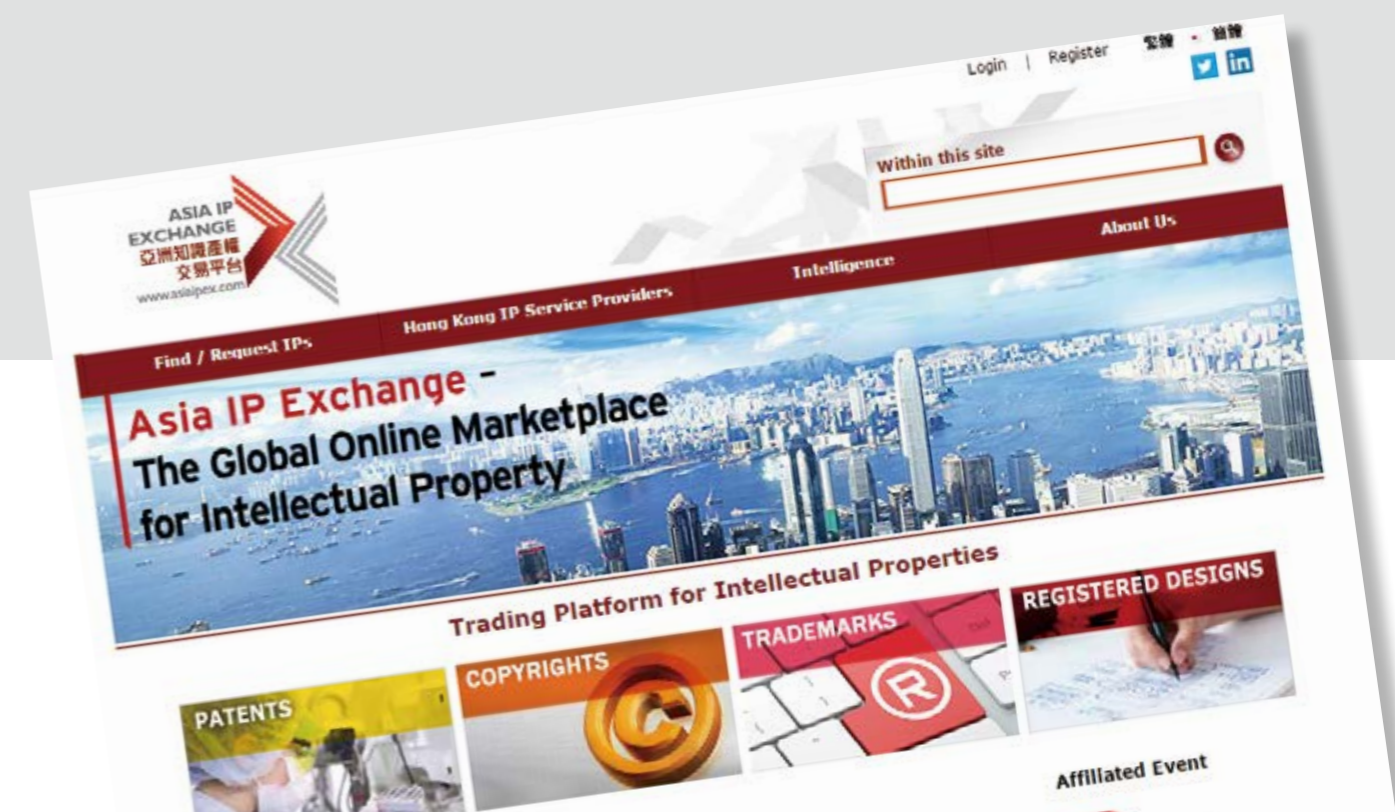
「亞洲知識產權交易平台」(AsialPEX)：一個免費的網上知識產權交易平台及數據庫，旨在促進國際知識產權交易，並超越論壇界限，聯繫世界各地的知識產權業界人士。

「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。

### Partners from outside Hong Kong 境外合作夥伴



### Hong Kong Partners 香港合作夥伴



## 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 is underway in Hong Kong. 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.

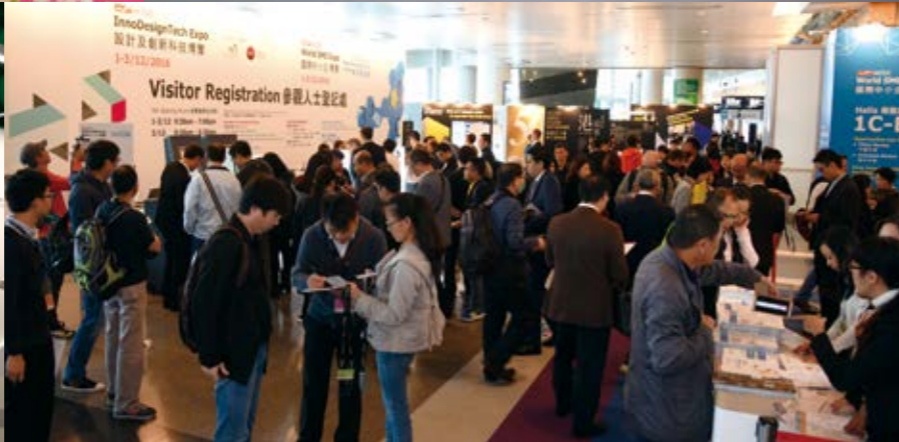
為加強企業對知識產權議題的關注，香港貿發局聯同多個機構於11月中至12月舉辦「創新及知識產權周」。「創新及知識產權周」透過一系列論壇、展覽會、研討會和交流活動，產生協同效應，促進國際知識產權交易活動及全球知識產權業界的交流，共同為中小企提供一站式增值和解決方案。



## 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。



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



INNOVATION & IP WEEK  
創新及知識產權周



# Contact Us Now 聯繫我們

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如欲瞭解論壇詳情, 請瀏覽大會網站 [www.bipasiaforum.com](http://www.bipasiaforum.com) 或填寫下列表格, 電郵或郵寄交回貿發局辦事處。

Name 姓名: \_\_\_\_\_ Title 職銜: \_\_\_\_\_

Company 公司名稱: \_\_\_\_\_

Country / Region 國家 / 地區: \_\_\_\_\_

Nature of Business 業務性質:

IP Service Provider 知識產權服務供應商

IP Owner 知識產權擁有人

Trader / Manufacturer 代理 / 生產商

Design-related Service Provider 設計及相關服務供應商

Government / Chambers / Associations 政府官員 / 商會及協會代表

Academics / Researcher 學者 / 研究機構

Wholesaler / Retailer / Distributor 批發 / 零售 / 經銷商

Others 其他: \_\_\_\_\_

Contact Person 聯絡人姓名: \_\_\_\_\_

Tel 電話: \_\_\_\_\_ Fax 傳真: \_\_\_\_\_ Email 電郵: \_\_\_\_\_

Interested in 感興趣部份:  Conference 出席論壇  Exhibition 參展  Sponsorship 贊助  Others 其他: \_\_\_\_\_

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