



# Hong Kong: Asia's IP Business Hub

香港：亞洲知識產權中心

3-4 / 12 / 2020  
[www.bipasiaforum.com](http://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







# 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 ninth edition, held 5-6 December 2019, featured more than 70 prominent speakers and attracted over 2,200 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。第九屆論壇已於2019年12月5-6日圓滿舉行，邀請了超過70位星級講者和專家出席分享，吸引超過2,200位世界各地的業界及專業人士參與。

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

**2,200+** IP professionals and business leaders from 25 countries and regions  
知識產權專業人士及商界領袖來自25個國家及地區

**60+** 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

**92%** \* 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

\* 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



## 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。



**Philippe Lucet**  
Nestlé SA  
雀巢公司



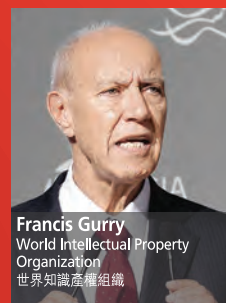
**Dr Benjamin Bai** 白建民博士  
Ant Financial  
螞蟻金服



**Kenichi Nagasawa** 長澤健一  
Canon Inc.  
佳能



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



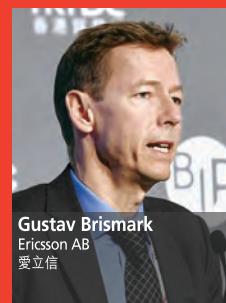
**Francis Gurry**  
World Intellectual Property Organization  
世界知識產權組織



**Shen Changyu** 申長雨  
National Intellectual Property Administration of the People's Republic of China  
中華人民共和國國家知識產權局



**Toshimoto Mitomo** 御供俊元  
Sony Corporation  
索尼公司



**Gustav Brismark**  
Ericsson AB  
愛立信



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



**Dr Arno Hold**  
The International Association for the Protection of Intellectual Property (AIPPI)  
國際保護知識產權協會



**Dr Freddy Harris, S.H., LL.M., ACSS**  
ASEAN Working Group on Intellectual Property Cooperation  
東盟知識產權合作工作組



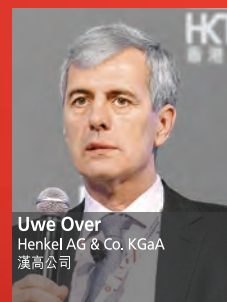
**Heidi Nam** 藍凱慧  
Impossible Foods



**Satoshi Konno** 金野諭  
IP Bridge, Inc.  
日本 IP Bridge



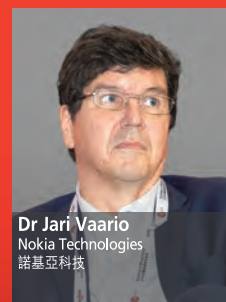
**T. Maria Lam** 林彤  
Intel Corporation  
英特爾公司



**Uwe Over**  
Henkel AG & Co. KGaA  
漢高公司



**Yoshinori Nakagawa**  
Panasonic Corporation  
松下電器



**Dr Jari Vaario**  
Nokia Technologies  
諾基亞科技



**Udo Meyer, DE**  
BASF SE  
巴斯夫



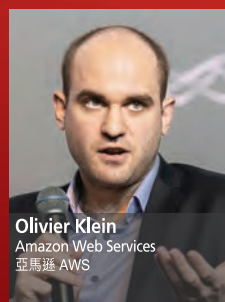
**Dr Eric Chang** 張益肇博士  
Microsoft Research Asia  
微軟亞洲研究院



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



**Shang Hailong** 尚海龍  
SenseTime Group Limited  
商湯科技



**Olivier Klein**  
Amazon Web Services  
亞馬遜 AWS



**Sophia Xie** 謝斐  
Shanda Games Limited  
盛大遊戲



**Luo Li** 羅立  
China Literature  
閱文集團



**David V. Upite**  
Procter & Gamble  
寶潔公司



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



**Christian Frey**  
Siemens  
西門子



# BIP ASIA 2019 HIGHLIGHTS

「亞洲知識產權營商論壇」2019 亮點

## 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. 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.

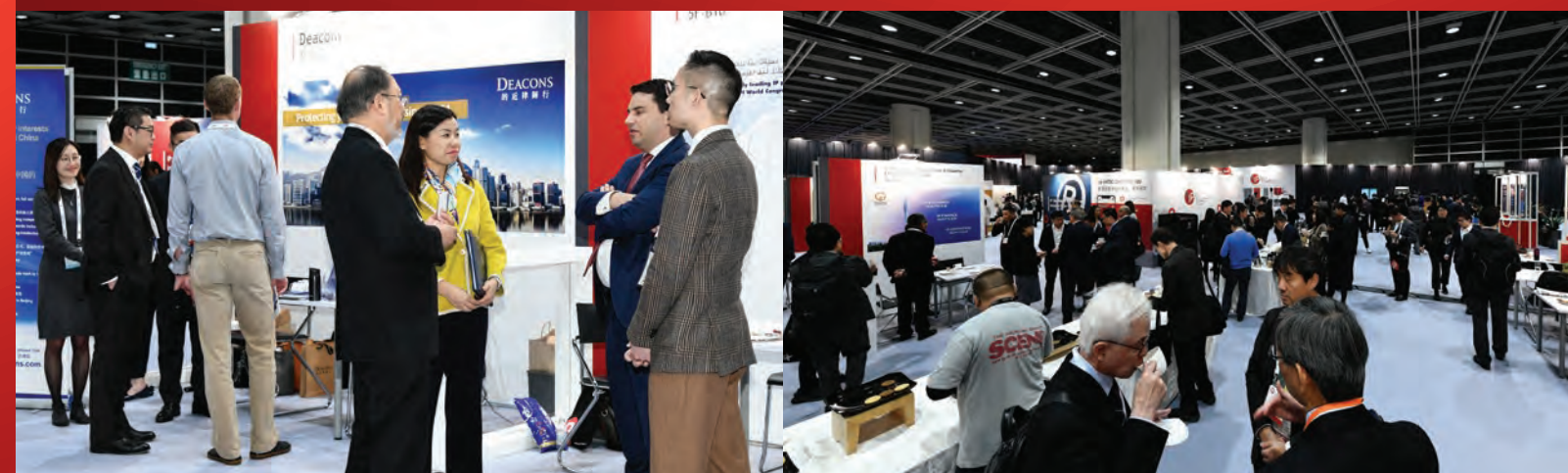
亞洲知識產權營商論壇設有展覽專區，匯聚各方面從事知識產權人士，分享最新發展及資訊。無論參加者對知識轉移及商品化，或對專利、商標、版權等知識產權的申請、授權、買賣或法律等環節，有任何需要或者查詢，都可以使用展覽專區的一站式現場諮詢服務。

## 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。







asiaipex.com

## ASIA IP EXCHANGE

亞洲知識產權交易平台

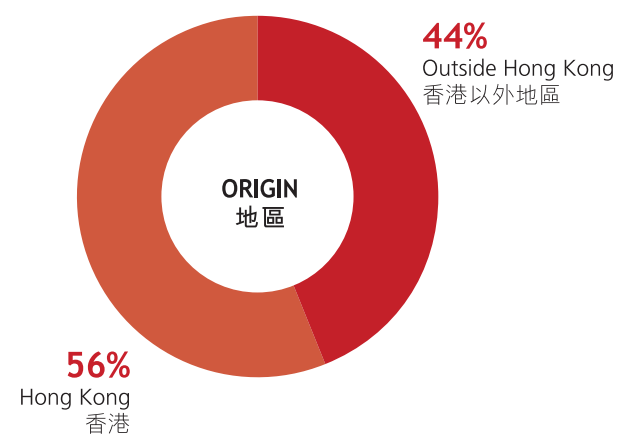
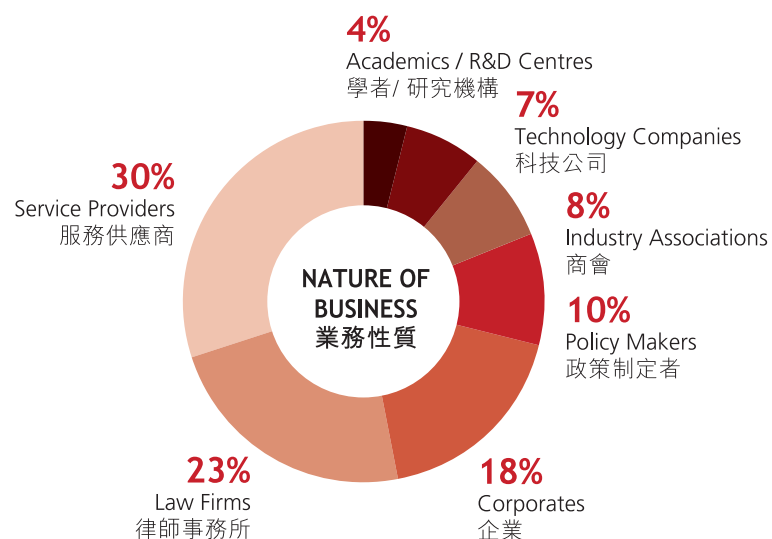
Asia IP Exchange (AsiaIPEx) is a free online platform and database showcasing numerous tradable IPs from around the globe, to facilitate international IP trade and connect global IP industry players. With more than 30 strategic partners from around the globe, AsiaIPEx features more than 28,000 tradable IP listings, ranging from patents, trademarks, copyrights to registered designs.

「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，並聯繫世界各地的知識產權業界人士。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 28,000 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，絕對是促成知識產權貿易的有效工具。



## Who Will You Meet?

與會人士概要：



## INNOVATION & IP WEEK

創新及知識產權周

Organised jointly by the HKTDC and a number of other organisations, the Innovation and Intellectual Property Week takes place in Hong Kong from mid-November to December, aiming 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.

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」，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



## 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 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 聯繫我們

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