

# REIMAGINING IP FOR IMPACT AND GROWTH

重塑知識產權 推動成效增長

5-6 / 12 / 2024  
Hong Kong Convention  
and Exhibition Centre  
香港會議展覽中心

Organisers 主辦機構



中華人民共和國香港特別行政區政府  
The Government of the Hong Kong Special Administrative Region  
of the People's Republic of China



Concurrent Events 同期活動



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 annual Business of IP Asia Forum (BIP Asia) brings together IP owners, investors, professionals and business leaders from around the world to exchange IP insights, trends and developments, establish business connections, as well as explore partnership opportunities.

每年亞洲知識產權營商論壇匯聚世界各地知識產權擁有者、投資者、業界專家及商界領袖，就知識產權市場的最新發展趨勢交流真知灼見，擴展網絡，探索商機。



### MAIN SESSIONS

#### 重點環節

Policy Dialogue

政策對話

Keynote Session

主題演講

Global Tech Summit

環球科技峰會

Thematic Breakout Sessions

專題分論壇

Open Stage

創新舞台





# BIP ASIA 2023 HIGHLIGHTS

## 「亞洲知識產權營商論壇」2023亮點

1,100+ news clippings  
媒體報導

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

2,500+ participants from 35 countries and regions  
與會者來自35個國家及地區

45+ exhibitors  
參展商

### PREVIOUS SPEAKERS

#### 歷屆星級講者



**Brett Alten**  
Hewlett Packard Enterprise  
慧與(HPE)



**Atty. Rowel S. Barba**  
Intellectual Property Rights  
Experts Group Asia-Pacific  
Economic Cooperation  
亞太區經濟合作組織知識產權  
專家小組主席



**António Campinos**  
European Patent Office  
歐洲專利局



**Carlos Castro**  
International Olympic Committee  
國際奧林匹克委員會



**Mayeul Dastugue**  
Christian Louboutin



**Ge Jun 戈峻**  
Toloy Shared Holding Group  
天九共享集團



**Masaki Ito 伊東正樹**  
Toyota Industries Corporation  
豐田自動織機



**Olivier Klein**  
Amazon Web Services  
亞馬遜網路服務公司



**Li Zexiang 李澤湘**  
The Hong Kong University of  
Science and Technology  
香港科技大學



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



**John Mulgrew**  
Lenovo  
聯想



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



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



**Christina Petersson**  
Ericsson  
愛立信



**Prof Simon See 施忠偉教授**  
NVIDIA Corporation



**Shen Changyu 申長雨**  
China National Intellectual  
Property Administration  
中華人民共和國國家知識產權局



**Yat Siu**  
Animoca Brands



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



**Yancey Strickler**  
Kickstarter



**Daren Tang 鄧鴻森**  
World Intellectual Property  
Organization  
世界知識產權組織



**Antony Taubman**  
World Trade Organization  
世界貿易組織



**Mayank Vaid**  
Louis Vuitton Pacific Limited  
路易威登



**Ingrid Viitanen**  
Nokia Technologies  
諾基亞科技



**Beat Weibel**  
Siemens AG  
西門子

# INNOVATION & IP MARKET

創科營商廊



Advanced Materials  
先進材料



AI  
人工智能



Smart City  
智慧城市



IoT  
物聯網



Recycling  
循環再造



Robotics  
機器人技術



Smart Manufacturing  
智能製造



Sustainable Energy  
可持續能源



## WHAT PARTICIPANTS SAID

### 與會者評價

“It has been my first time (attending BIP Asia Forum), but it has been an amazing experience. You have the opportunity to interact with knowledgeable people from different corners of the world. All of them are with the same focus that is trademarks, brands, IP and IP challenges. It is a great experience to interact with others and to exchange views on common aspects and challenges that we are all confronted to.”

**Carlos Castro**  
International Olympic Committee

「這是我第一次參加亞洲知識產權營商論壇，我對這次的體驗非常滿意，有機會與世界各地擁有豐富知識的人士交流。他們都有著相同的焦點：商標、品牌、知識產權和相關的挑戰。能夠跟其他人就同樣關注的事情和挑戰，互相交流意見，真是難能可貴的體驗。」

**Carlos Castro**  
國際奧林匹克委員會

“I am very happy to be back at the BIP Asia Forum. I notice that the programme is getting bigger, it is more vibrant, you can see more people coming in. Hong Kong is truly opened for business again.”

**Daren Tang**  
World Intellectual Property Organization

「我很高興再次參與亞洲知識產權營商論壇。今年的議程更豐富，更有活力，也看到這麼多人來港出席。香港在商貿領域已全面對外重新開放。」

**鄧鴻森**  
世界知識產權組織

“Everything is very well organised. It is a great opportunity to meet with new people and reconnect with past contacts after COVID.”

**Mayeul Dastugue**  
**Christian Louboutin**

「論壇期間所有細節都安排得很好。能夠在新冠疫情之後和新知舊雨見面聯繫，實在是難得的機會。」

**Mayeul Dastugue**  
**Christian Louboutin**

“We are happy to expand our network and look for new business connections at BIP Asia in Hong Kong, as we are also having a lot of meetings at the event. We look forward to joining next year.”

**Julia Malinina**  
Regional Director (Eurasia)  
of Front Page IP

「我們很高興在香港舉辦的亞洲知識產權營商論壇活動上擴大我們的商務網絡並探索合作機遇，我們也在活動中與不同公司會面。我們期待來年再參加這個活動。」

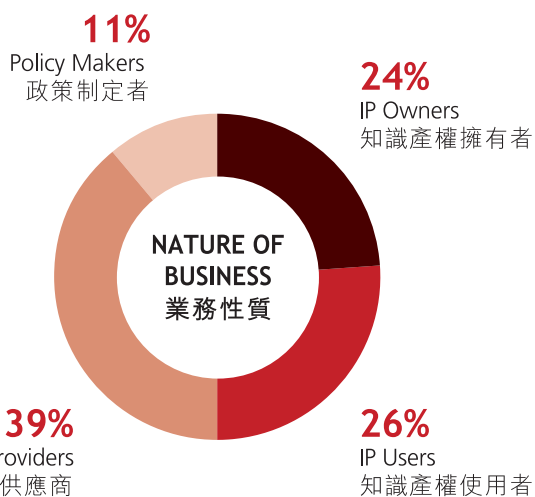
**Julia Malinina**  
Front Page IP 區域總監  
(歐亞大陸)





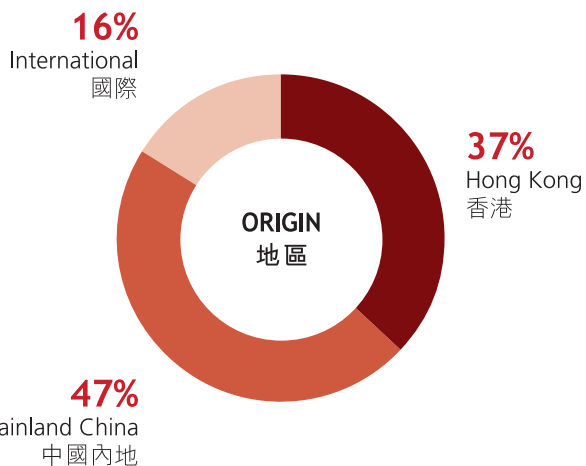
## PARTICIPANTS PROFILE

### 與會者概覽



## NETWORKING OPPORTUNITIES

### 交流機會



## PREVIOUS SPONSORS 以往論壇贊助商



## PREVIOUS MEDIA PARTNERS 以往媒體合作夥伴



## ASIA IP EXCHANGE

亞洲知識產權交易平台



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