

LEVERAGE IP TO FINANCE BUSINESS GROWTH

知識產權：推動引資 賦能增長

4-5 / 12 / 2025
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。



Intellectual property (IP) has emerged as a pivotal asset in fostering financial growth and driving innovation. A robust IP framework not only safeguards innovations but also serves as a powerful catalyst for financial empowerment, enabling enterprises to scale up effectively within an increasingly knowledge-driven economy. By strategically leveraging IP, businesses can enhance their competitive advantage, attract investment, and unlock new avenues for sustainable growth.

知識產權正逐漸成為推動創新和經濟增長的核心資產。完善的知識產權框架不僅為創新成果保駕護航，更可賦能業務增長，助力企業在知識驅動型經濟中實現有效擴展。企業通過策略性運用知識產權，能強化競爭優勢、吸引投資，並開闢可持續發展的新藍海。

2025 KEY TOPICS 重點議題

IP **Valuation** and **Financing**
知識產權估值與融資

IP **Commercialisation**
知識產權商品化

Technology Transfer
and **Entrepreneurship**
知識轉移及創業

Enforcement and
Dispute Resolution
執法與爭議解決

Cultural, Creative
and **Content IP**
文化及創意產業知識產權

GBA and **ASEAN**
Opportunities
大灣區及東盟市場機遇



BIP ASIA 2024 HIGHLIGHTS

2024年論壇亮點



100+

internationally renowned speakers
國際知名的演講嘉賓



3,000+

participants from 36 countries and regions
與會者來自36個國家及地區



1,800+

news clippings
媒體報導



60+

exhibitors
參展商

PREVIOUS SPEAKERS

歷屆星級講者



Brett Alten
Hewlett Packard Enterprise
慧與(HPE)



Michael Moriarty 莫偉庭
Hong Kong
Disneyland Resort
香港迪士尼樂園度假區



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



Dr Na Wei 魏娜博士
Xiaomi
小米集團



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



Guy Riddell 利棟國
Peninsula Merchandising
半島商品



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

2025 Theme: Smart Living

主題：智慧生活



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



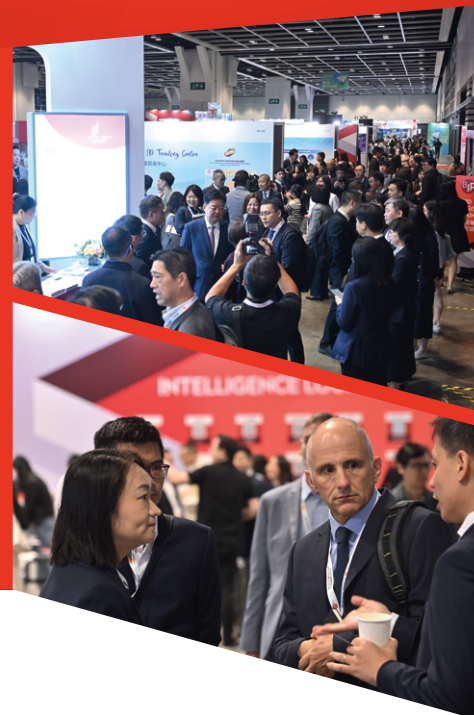
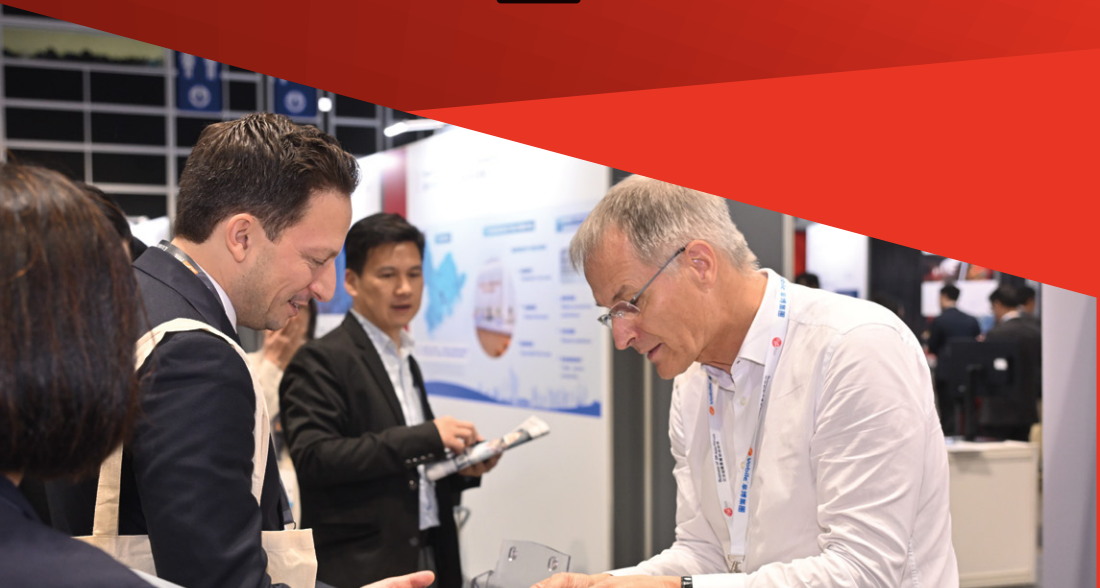
Robotics
機器人技術



Smart Manufacturing
智能製造



Sustainable Energy
可持續能源



WHAT PARTICIPANTS SAID

與會者評價

"There are many great booths with lots of people with interesting innovations, and also lots of service providers who are capable of helping them commercialize and make a success of their inventions and ideas."

Martin Brassell
Inngot Limited

「亞洲知識營商論壇現場設有眾多出色的展位，展示大量創新成果，更有各類服務供應商協助知識產權擁有者將發明與構想商業化。」

Martin Brassell
Inngot Limited

"I am inspired by the speeches, and also the arrangement and organisation. Everything looks fantastic."

Wang Binying
World Intellectual Property Organization

「各位演講嘉賓的發言都很有啟發性，大會的各項安排以及活動的組織都非常周到。」

王彬穎
世界知識產權組織

"BIP Asia is a networking hub that brings people from different places and diverse minds."

Theodora Lau
Unconventional Ventures

「亞洲知識產權營商論壇是個拓展人脈的好平台，它把來自世界各地的人士匯聚於香港集思廣益。」

劉曦曼
Unconventional Ventures

"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

17%
Policy Makers
政策制定者

17%
IP Owners
知識產權擁有者

12%
International
國際

51%
Hong Kong
香港

NATURE OF BUSINESS
業務性質

27%
IP Service Providers
知識產權服務供應商

39%
IP Users
知識產權使用者

ORIGIN
地區

37%
Mainland China
中國內地

WHO YOU WILL MEET

論壇參加者

IP Owners 知識產權擁有者：

- R&D firms and institutions 研究及開發機構
- Universities 大學
- Start-ups 初創企業
- SMEs 中小企業
- Brand owners 品牌持有人
- Designers 設計師

IP Users 知識產權使用者：

- Corporates 企業
- SMEs 中小企業
- MNCs 跨國企業
- Manufacturers 製造商
- Governments 政府

IP Service Providers 知識產權服務供應商：

- Lawyers 律師
- Intellectual Property Agents 知識產權代理
- Franchising Agents 特許經營代理
- Licensing Agents 授權代理
- Accountants 會計師
- Business Advisory / Consultancy Firms 商貿諮詢 / 顧問服務公司

Tech and IP Facilitators and Investors 科技及知識產權促進者與投資者：

- Entrepreneurs 企業
- Start-ups 初創企業
- Venture Capitalists/ Angel Investors 創業/天使基金投資者
- Incubators 創科培育者
- Governments 政府

NETWORKING OPPORTUNITIES

交流機會



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Connecting Global IP Markets

Vobile 卓博集團



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FT
FINANCIAL
TIMES

The global IP
Matrix

IPR
DAILY

LegalOne
The legal industry circle

Managing IP

The
Economist

亞洲週刊
YAZHOU ZHOUKAN

WTR
World
Trademark
Review

Asia IP Exchange Creative Hub

亞洲知識產權交易平台 創意專頁



Asia IP Exchange (AsiaIPEX) Creative Hub is a brand-new platform showcasing a diverse range of creative IPs from the publishing, film as well as character and design licensing industries. Come explore resources to navigate the world of IP and discover how your business can benefit from IP now!

全新亞洲知識產權交易平台創意專頁集中展示創意產業包括出版、電影及角色和設計的知識產權。立即探索資源，了解知識產權及其發展潛力，協助提升您的業務！

CONTACT US 聯繫我們

Hong Kong Trade Development Council 香港貿易發展局

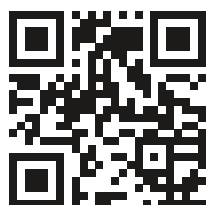
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HKTDC Conference App



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