



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

Hong Kong Convention & Exhibition Centre

**4-5 December 2014**

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

## Business of IP Asia Forum

### Intellectual Property : Powering Business Expansion

Jointly organised by the Government of the HKSAR, HKTDC and Hong Kong Design Centre, the 4<sup>th</sup> Edition of Business of Intellectual Property Asia Forum (BIP Asia) is returning on 4-5 December 2014 with the exciting theme: **“Intellectual Property: Powering Business Expansion”**.

Our Chief Executive, **Mr C Y Leung**, also emphasised in the 2014 Policy Address on promoting Hong Kong as the region’s IP business hub. With the full support from the Government, the Forum last year had attracted **over 1,700** industry players from **24** countries and regions to join, featuring **60** heavy-weight speakers to share their insights.

#### 2014 STAR SPEAKERS

						
<b>The Hon C Y Leung,</b> GBM, GBS, JP The Chief Executive Hong Kong Special Administrative Region People’s Republic of China	<b>Mr. Francis Gurry</b> Director General <b>World Intellectual Property Organization</b> (Geneva)	<b>Mr. Brian Hinman</b> Chief Intellectual Property Officer <b>Philips</b> (Netherlands)	<b>Mr. Kwang Jun Kim</b> Senior Vice President and Chief Intellectual Property Officer <b>Samsung Display</b> (Korea)	<b>Mr. Toshimoto Mitomo</b> Executive Vice President, Intellectual Property, <b>Sony Corporation</b> (New York)	<b>Mr. Antony Taubman</b> Director, Intellectual Property Division, <b>World Trade Organization</b> (Geneva)	<b>Mr Joo Sup Kim</b> Vice President of Intellectual Property, <b>LG Electronics</b>

Click [HERE](#) for **BIP Asia 2013 Video Highlight**



**Mark Diary NOW!**

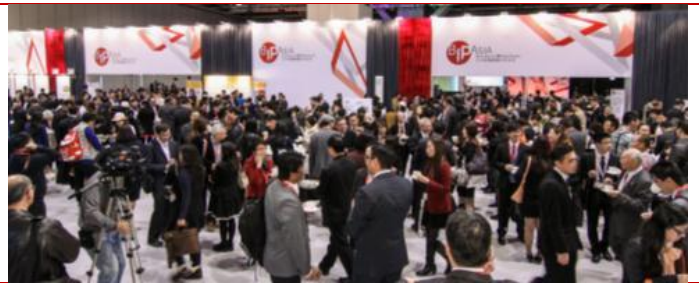
## What to Expect in **BIP Asia 2014**?

- **70+** internationally renowned speakers to share invaluable insights
- **2000+** IP industry players from HK, the Chinese Mainland and overseas



- **20 breakout sessions**
  - IP Practical Tips
  - Industry Specific IPs
  - Sessions powered by IIPCC, ITTN and APAC Innovation Summit

- **Networking events** to meet and greet your close and potential partners
- An **expanded exhibition zone** featuring key IP-related companies for IP and business consultations



- **Speed networking** sessions to quickly connect with more business contacts
- One-on-one **business-matching** meetings to explore cooperation opportunities

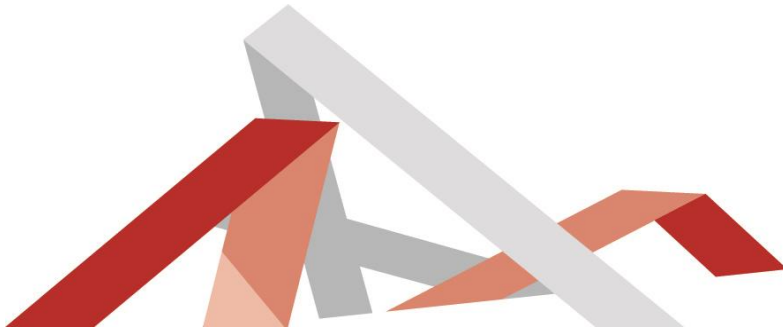
**Special Offer for members of Hong Kong Health Food Association\*:**

Original registration fee: ~~HKD 1,000~~

HKD500  
(two-day pass, Networking Lunch on 4 Dec)  
**(Promo Code: BIP2014SO\_39)**

\* Register and pay in full on or before **31 October 2014 (Friday)** to enjoy the discount.

**Register Now**



**Mark Diary NOW!**

**MARK YOUR DIARY on 4-5 December 2014!**

Stay Tuned @ [www.bipasiaforum.com](http://www.bipasiaforum.com) for the latest programme!

Click [here](#) for online registration

**Organisers:**



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



**An Event of**



**Concurrent Events:**



**10<sup>th</sup>**  
周年  
Anniversary



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