

 **4-5 December 2014**

**Hong Kong Convention & Exhibition Centre**[**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 4th 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.

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| **2014 STAR SPEAKERS** | | | | | | |
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| **The Hon C Y Leung, GBM, GBS, JP** The Chief Executive **Hong Kong Special Administrative Region People’s Republic of China** | **Mr. Francis Gurry** Director General **World Intellectual Property Organization (Geneva)** | **Mr. Brian Hinman** Chief Intellectual Property Officer **Philips (Netherlands)** | **Mr. Kwang Jun Kim** Senior Vice President and Chief Intellectual Property Officer **Samsung Display (Korea)** | **Mr. Toshimoto Mitomo** Executive Vice President, Intellectual Property, **Sony Corporation (New York)** | **Mr. Antony Taubman**  Director, Intellectual Property Division**, World Trade Organization (Geneva)** | **Mr. Joo Sup Kim**  Vice President of Intellectual Property,  **LG Electronics** |

Click [HERE](http://bipasiaforum.com/en/index.htm) for BIP Asia 2013 Video Highlight



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| 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 *LSCM R&D Centre*\*:** | **Original registration fee: HKD1,600** | **HKD500**  **(two-day pass, Networking Lunch on 4 Dec)**  ***(Promo Code:***  ***BIP2014SO\_52)*** |   [http://bipasiaforum.com/img/btn_registerNowEN.gif](http://bipasiaforum.com/en/fp_onlineregistration.html)\* Register and pay in full on or before ***31 October 2014 (Friday)*** to enjoy the discount. | |



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| **Organisers:** | | |
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| **An Event of** |  |  |
| [S:\PPE Projects\2014-15\BIP Asia\Logos\Int IP Week Logo-new_July 2014-01.jpg](http://www.internationalipweek.com/) |  |  |

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| |  |  |  | | --- | --- | --- | | **Concurrent Events:** | | | |  |  |  | | | |
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