

7-8 December 2017
Hong Kong Convention and Exhibition Centre
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IP & Innovation : Propelling Change, Growth and Connectivity

FEATURED SPEAKERS



Mr Bruce Schelkopf
Group Senior Vice President
and Chief IP Officer
ABB Ltd



Mr Toshimoto Mitomo
Corporate Executive, Intellectual
Property and Mid-to-Long-Term
Business Development,
Sony Corporation



Mr Gustav Brismark
Chief Intellectual Property Officer
Ericsson

Programme Highlights

Plenary Sessions

- 1) Evolving IP Policy in the Innovation Era **7 Dec**
- 2) Crafting a Comprehensive IP Strategy for the New World Order **7 Dec**
- 3) Global Tech Summit -
The Revolution of Artificial Intelligence (AI) **8 Dec**

Concurrent Breakout Sessions

IP for Business Practices

IP Legal Tips

Industry-specific IP

Brand
Defence

Digital Media
and IP
Management

The Trend
of Film
Adaptation



Why BIP Asia 2017 is a must - attend event :

2500+
attendance
including

IP professionals &
business leaders



80+



Internationally
renowned speakers

90+ Exhibitors

Including IP owners,
international brands and
service providers



Business matching &
networking
opportunities



Special Offer for members of Hong Kong Biotechnology Organization

~~Standard Fee: HK\$1,800~~

HK\$600 for Two-day Conference
(Promo code: BIP2017SO_081)

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- Access to 2-Day Conference Content with 3 Plenary Sessions and 10+ Concurrent Breakout Sessions
- Access to Exhibition Floor
- A Keynote Luncheon on 7 Dec 2017
- Network With 2,500+ IP Industry Professionals

Organisers:

An event of: Concurrent events:



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



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Hong Kong Design Centre
香港設計中心



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SmartBiz Expo

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香港國際特許經營展

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