

6-7 December 2018
Hong Kong Convention and Exhibition Centre
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IP and Innovation in the New Socio-technological Landscape

Join the Business of IP Asia Forum to network, seek collaborators, and exchange innovative ideas with worldwide IP and tech industry leaders.

Featured Speakers at BIP Asia



Mr Philippe Lucet
VP General Counsel,
R&D and IP
Nestle



Mr David Upite
Senior Counsel,
Procter & Gamble,
Greater China &
Singapore



Dr Benjamin Bai
Vice President &
Chief IP Officer
Ant Financial

Programme Highlights

Plenary Sessions

1. Dialogue with IP Policymakers:
The Roadmap for Global IP Ecosystem  **6 Dec**
2. Comprehensive Defence:
Safeguarding Your Brand in the New Economy  **6 Dec**
3. Global Tech Summit – The New Forces of Artificial Intelligence (AI)  **7 Dec**

Concurrent Breakout Sessions

- IP for Business Practices
- IP Legal Tips
- IP for Entrepreneurs & Start-ups
- IP Market & Industry Insights

Why BIP Asia 2018 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 Computer Society

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

HK\$720

for a two-day conference with a
keynote luncheon on 6 Dec 18

Enter promo code:
BIP2018SO_082

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Organisers:



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



Concurrent events:

 **SmartBiz Expo**

 **Hong Kong International Franchising Show**
香港國際特許經營展

DESIGN INSPIRE

An event of:

INNOVATION & IP WEEK
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