

To assignment editors:

Reminder

## **Business of IP Asia Forum opens tomorrow** ***Exploring Asian IP market developments, helping to create a sustainable IP ecosystem***

**30 November 2022** - The 12<sup>th</sup> **Business of IP Asia Forum (BIP Asia Forum)** runs on 1 and 2 December. The hybrid event will feature face-to-face contact at the Hong Kong Convention and Exhibition Centre (HKCEC) tomorrow with livestreaming on the online platform, while the second day will be entirely virtual. The event is jointly organised by the Government of the Hong Kong Special Administrative Region (HKSAR), Hong Kong Trade Development Council (HKTDC) and the Hong Kong Design Centre. Themed “**Creating New Value, Discovering New Frontiers**”, the two-day forum will bring together global intellectual property (IP) experts and business leaders to discuss the latest trends and opportunities in the Asian IP market as well as IP developments in the industrial metaverse, non-fungible tokens (NFT) and the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). The opening session will be officiated by **John Lee, Chief Executive of Hong Kong Special Administrative Region; Shen Changyu, Commissioner at China National Intellectual Property Administration; Daren Tang, Director General of World Intellectual Property Organization (WIPO);** and **Margaret Fong, Executive Director of the HKTDC.**

Speakers will include:

- **Antony Taubman**, Director, Intellectual Property Division, World Trade Organization (WTO)
- **Kyo-sook Choi**, Chair, Intellectual Property Rights Experts Group, Asia-Pacific Economic Cooperation (APEC)
- **Rowel S. Barba**, Chairman of ASEAN Working Group on Intellectual Property Cooperation (AWGIPC), Director General of Intellectual Property Office of the Philippines (IPOPHL)
- **António Campinos**, President, European Patent Office
- **Brett Alten**, Senior Vice President, Deputy General Counsel and Chief IP Counsel Hewlett Packard Enterprise
- **Masaki Ito**, General Manager, Intellectual Property Department, Toyota Industries Corporation
- **Michael Ding**, Vice President, Head of IP AMEA Region, ABB Group
- **Simon See**, Senior Director and Chief Solution Architect; Global Head of NVIDIA AI Technology Center, NVIDIA Corporation

Meanwhile, **Entrepreneur Day** opened today and runs alongside the BIP Asia Forum, bringing together experts from diverse industries to share with start-ups and small and medium-sized enterprises (SMEs) practical insights and advice on various topics, including how to pursue entrepreneurship, optimise business operations, and apply the innovative technologies and creative mindsets to capture opportunities and expand your business globally, in particular in the GBA.

We cordially invite you or your representatives to cover the above events.

Details are as follows:

<b>Business of IP Asia Forum</b>	
<b>Date:</b>	1-2 December, 2022 (Thursday to Friday)
<b>Opening Session</b>	
<b>Time:</b>	9:30am, 1 December (Registration begins at 8:30am)
<b>Format:</b>	Hybrid
<b>Venue:</b>	Physical Conference at Hall 5FG, Hong Kong Convention and Exhibition Centre (HKCEC) with live-streaming
<b>Welcome Remarks:</b>	<b>Margaret Fong</b> , Executive Director, HKTDC
<b>Opening remarks:</b>	<b>John Lee</b> , Chief Executive, HKSAR <b>Shen Changyu</b> , Commissioner, China National Intellectual Property Administration <b>Daren Tang</b> , Director General of World Intellectual Property Organization (WIPO)
Website: <a href="https://bipasia.hktdc.com/conference/bip/en">https://bipasia.hktdc.com/conference/bip/en</a>	
Programme: <a href="https://bipasia.hktdc.com/conference/bip/en/programme">https://bipasia.hktdc.com/conference/bip/en/programme</a>	
Speaker list: <a href="https://bipasia.hktdc.com/conference/bip/en/speaker">https://bipasia.hktdc.com/conference/bip/en/speaker</a>	

## Media registration

To join the above events in-person, media representatives are required to register at **Hall 5FG, Hong Kong Convention and Exhibition Centre (HKCEC)** with name card and press card. To join the events online, please pre-register by completing the following registration form and emailing it to [hktdc@hkstrategies.com](mailto:hktdc@hkstrategies.com)

\*\*\*\*\* **Media Online Registration Form** \*\*\*\*\*

Email	Last Name	First Name	Media organisation	Country/region	Position	Phone number

## Media enquiries

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