

To Assignment Editor:

BIP Asia, World SME Expo, IDT Expo Open Next Week ***Special Media Preview of Events on 3 December***

27 November 2014 – The fourth edition of the Business of IP Asia (BIP Asia) Forum will run 4-5 December at the Hong Kong Convention and Exhibition Centre (HKCEC), bringing together more than 2,000 intellectual property owners, buyers and service providers, senior business players and government officials to explore IP opportunities in Asia.

Three Parallel Events

Alongside BIP Asia, the HKTDC World SME Expo and HKTDC Inno Design Tech Expo (IDT Expo) will open 4 December and continue through 6 December. The two expos will feature a range of products and services, latest market intelligence, creative ideas, networking sessions and business opportunities for SMEs.

BIP Asia

BIP Asia is co-organised by the Hong Kong SAR Government, HKTDC and Hong Kong Design Centre. CY Leung, Chief Executive of the HKSAR, will attend the opening ceremony. Over 80 prominent speakers will take part in plenary and 25 breakout sessions for IP-related business in Asia.

SME Expo

This year's World SME Expo will focus on franchising opportunities with the Franchising Hall welcoming more than 60 franchise brands from different sectors. The expo also sees the return of the Opportunities Hall and the Solutions Hall. A total of 35 seminars and forums, including the Franchising Summit, are organised for industry leaders and experts from the region to share insights on topics ranging from finance and mobile commerce to global opportunities and mediation services.

Inno Design Tech Expo

At the IDT Expo, Sweden, this year's Partner Country, will present unique Swedish design and technology excellence under the theme of LIVING DESIGN. The Hong Kong Creative Force Pavilion in the Inspiration Hall will spotlight the offerings of local designers. The event's Trade Hall will present a wide range of exhibitors covering branding, upgrading strategies and applied technology solutions.

Press Preview

A special press preview of the World SME Expo and Inno Design Tech Expo will be held on 3 December. You or your media representatives are cordially invited to the Press Preview. Details are as follows:

Date: Wednesday, 3 December

Time: 3:30pm to 4:30pm

Venue: Hong Kong Convention and Exhibition Centre, HKTDC Media Centre

Host: HKTDC Assistant Executive Director, Raymond Yip

The media can also enjoy a dome projection, “Dome of Future Cities”, within an 11 meter geodesic dome, presented by Jardine Schindler.

Fair Schedule

BIP Asia Forum

Date: 4-5 December (Thursday to Friday)

Hours: 9:30am-6pm

Venue: Hall 5F-G, HKCEC, Wan Chai

World SME Expo & IDT Expo

Date: 4-6 December (Thursday to Saturday)

Hours: 4-5 December: 9:30am-7pm

6 December: 9:30am-6:30pm

Venue: World SME Expo – Hall 1C-E, HKCEC, Wan Chai

IDT Expo – Hall 1A-C and 3D-E, HKCEC, Wan Chai

*IDT Expo Inspiration Hall: Open to public, 4-6 Dec

Trade Hall: Open to trade visitors, 4-5 Dec, and open to public visitors 18 and over on 6 Dec

Press Registration Counter

BIP Asia: Outside Hall 5F-G, HKCEC

World SME Expo & IDT Expo: Harbour Road Entrance (on the way to Hall 1), HKCEC

Media Centre: Expo Entrance, HKCEC

Media may register at either the Press Registration Counter or the Media Centre; please bring working pass and name card.

Fair Websites

BIP Asia Forum: <http://www.bipasiaforum.com>

World SME Expo: <http://www.hktcdc.com/worldsmeexpo>

IDT Expo: <http://www.hktcdc.com/innodesigntechexpo>

Media Enquiries

Please contact the HKTDC's Corporate Communication Department:

Joe Kainz Tel: (852) 2584 4216 Email: joe.kainz@hktcdc.org

Major Events

4 December (Thursday)

BIP Asia

Opening Ceremony

Time: 9:30am (opening ceremony)
Venue: Hall 5F-G, HKCEC
Welcome Remarks: **Margaret Fong**, Executive Director, HKTDC
CY Leung, Chief Executive, Hong Kong SAR Government
Opening Remarks: **Wang Binying**, Deputy Director General, World Intellectual Property Organization
Zhao Zhibin, Deputy Director of General Affairs Office, State Intellectual Property Office, PRC
Antony Taubman, Director, Intellectual Property Division, World Trade Organization

Plenary Session I – IP Business Potential Behind Innovations

Time: 10am-11am
Venue: Hall 5F-G, HKCEC
Speakers: **Joo Sup Kim**, Vice President, Intellectual Property Center, LG Electronics, Inc.
Toshimoto Mitomo, Executive Vice President, Intellectual Property Department, Sony Corporation of America
Brian Hinman, Chief Intellectual Property Officer, Royal Philips
Moderator: **Enrico Deiaco**, Director and Head of the Department, Innovation and Global Meeting Places, Swedish Agency for Growth Policy Analysis

Plenary Session II – Global Patent Strategies for Emerging Technologies

Time: 11:20am-12:30pm
Venue: Hall 5F-G, HKCEC
Speakers: **Kwang Jun Kim**, Senior Vice President and Chief Intellectual Property Officer, IP Team, Samsung Display
T Maria Lam, Chief of Staff to the General Counsel, Intel Corporation
Christian Frey, Head of Innovation & Patent Coordination, Siemens
Moderator: **Adam E Jaffe**, Director, IP Management Consulting Services, Thomson Reuters

Managing IP's Milestone Asia-Pacific Cases for 2014

Time: 2:15pm-3:45pm

Venue: Room 2, Hall 5F-G, HKCEC

Speakers: **Rebecca Allsopp**, Director, Legal & Compliance,
Australia and New Zealand, Sanofi-aventis Australia Pty Ltd.
Lisa Taliadoros, Partner, Jones Day
Thomas Treutler, Partner and Managing Director (Hanoi and Ho Chi Minh
City Offices), Tilleke & Gibbins Consultants Limited
Loc Xuan Le, Principal, T&G Law Firm LLC (TGVN)
Owen Gee, Principal and Patent Attorney, inCompass IP
Archana Shanker, Senior Partner & Head of Patents & Design, Anand &
Anand
Takanori Abe, Managing Partner, Abe & Partners, Osaka, Japan
Moderator: **Peter Leung**, Asia Editor, Managing Intellectual Property

World SME Expo and IDT Expo

IDT Expo: Swedish Pavilion's Opening Ceremony

Time: 9:45am-10:15am

Venue: Swedish Pavilion, Hall 3D, HKCEC

Guest of **Mehmet Kaplan**, Minister for Housing and Urban Development, Sweden

Honour:

The 4th World SME Summit - Exploring SME Business Opportunities in Korea, Japan and Taiwan

Venue: Seminar Room C, Hall 1

Time: 10:30am-noon

Speakers: **Pansy Yau**, Deputy Director of Research, HKTDC
Jusang Lee, Manager, KOTRA Hong Kong (Korea Trade-Investment
Promotion Agency, Hong Kong Branch Office)
Tomomi Hattori, Director, H.S. International (Asia) Limited
Takashi Komine, Attornet-At-Law, TMI Associates
Richard C. Sun, Managing Director, Taipei Trade Centre Hong Kong
Moderator: **Dr. David Y K Wong**, Chairman, Business and Professionals Federation of
Hong Kong
Language: Cantonese / Putonghua / English (Simultaneous interpretation in English /
Putonghua)

Branding Strategies in the Digital Era

Time: 10:30am-noon

Venue: Seminar Room E, Hall 1
Speakers: **Viveca Chan**, Chairman and Chief Executive Officer, WE Marketing Group
Leung Kong Lan, Chief Executive Officer, Hong Kong Wing On Travel Service
Language: Cantonese/Putonghua (Simultaneous interpretation in English/Putonghua)

Driving Brand Development through Design

Time: 11:00am-12:30pm
Venue: Seminar Room A, Hall 1B
Speakers: **Silvano Guglielmazzi**, Product Marketing & Communication Director, Alessi Spa
Andreas Schupp, Director, Design & User Experience, Lenovo Group Limited
Florence Coirier Giraudon, Director, buyMeDesign
Language: English (Simultaneous interpretation in Cantonese and Putonghua)

Unlock the Potential of TV Shopping

Time: 2pm-3:15pm
Venue: Seminar Room E, Hall 1
Speakers: **Atsushi Shinohara**, Representative Director and President, Jupiter Shop Channel Co., Ltd.
Benjamin Lee, Founder, Shanghai Elegance Co. Ltd
Xu Liang Kevin, General Manager, Station 68 Limited
Language: Japanese / Cantonese / Putonghua (Simultaneous interpretation in English / Putonghua)

Pushing boundaries within design - Southern Sweden

Time: 2pm-4pm
Venue: Seminar Room A, Hall 1B
Speakers: **Joakim Nydemark**, CEO, Crunchfish
James Haliburton, CEO, Topp
Jonas Svennberg, CEO, Zenit Design
Martin Hallberg, Creative Director, Radja Sound Design Agency
Karl Berglund, CEO, Happy Ears
Sigvald Harrysson, CEO, Innoventum
Language: English (Simultaneous interpretation in Cantonese and Putonghua)

US. Market: Trade, Investment and Logistics Opportunities

Time: 2:30pm-3:30pm
Venue: Seminar Room D, Hall 1
Speakers: **Norman Li**, Managing Director, State of Illinois Far East Office; President, U.S.

States and Ports Association, Greater China

William Chu, Asia Pacific Director, Economic Development Partnership of North Carolina

Emma Yeung, Director of Enterprise Florida's Hong Kong Office

Edward Yau, Greater China Representative, Port of Long Beach

Bill Wong, HK and South China Representative, The Port of Tacoma, U.S.A

Scott Shaw, Chief Commercial Consul, U.S. Commercial Service

Moderator: **Edward R. Herrera**, Director, Office of International Trade, State of New Mexico

Language: English (Simultaneous interpretation in Putonghua)

Analysing Trade & Investment Opportunities in the Chinese Mainland

Time: 2:30pm-3:30pm

Venue: Seminar Room C, Hall 1

Speaker: **Gao Ting**, Managing Director, Head Macroeconomics APAC, Chief Investment Office, Wealth Management, UBS AG

胡建華, 上海市浦東新區商務委員會投資促進管理處處長

蔡晨怡, 上海市普陀區商務委員會外經促進科副科長

張繼華, 上海市金山區楓涇鎮副鎮長

Hu Ji, 重慶巴南經濟園區建設實業有限公司, 重慶香港工業園管委會常務副主任、經濟園區公司執行董事、總經理

Li Xiaojuan, Director, Economy and Trade Bureau of Guangzhou Tianhe District

Language: English (Simultaneous interpretation in Putonghua)

Dialogue with Creative Minds

Time: 4:30pm-5:30pm

Venue: Seminar Room A, Hall 1B

Speakers: **Ivy Wong**, CEO, Viss Me Co. & Limited

Jesko von den Steinen, Principal Artist, Dragone

Moderator: **Royce Yuen**, CEO, New Brand New Limited

Language: English (Simultaneous interpretation in Cantonese and Putonghua)

Joint Reception for World SME Expo and Inno Design Tech Expo 10th Anniversary

Time: 6pm-7pm (Registration starts at 5:45pm)

Venue: SME Forum, Hall 1C

Guest of Honour: Dr Jonathan Choi Koon-shum, Chairman, Small and Medium Enterprises

Committee

5 December (Friday)

BIP Asia

Best Practices on IP Dispute Resolution through Mediation and Arbitration

Time: 9:30am-11:00am

Venue: Room 2, Hall 5F-G, HKCEC

Speakers: **John Budge**, Vice-Chairperson of Hong Kong International Arbitration Centre
Winnie Tam, Barrister-at-law, Des Voeux Chambers
Emmanuel Gillet, Teaching Fellow, School of Accounting and Finance, The Hong Kong Polytechnic University

Moderator: **C K Kwong**, Convenor, IP, Arbitration and Mediation Sub-group, Working Group on IP Trading, the Government of the HKSAR

International Technology Transfer – IP Cooperation Opportunities in Chinese Market(I)

Time: 2:00pm-3:30pm

Venue: Room 1, Hall 5F-G, HKCEC

Speakers: **Rongbo Lu**, Director, Intellectual Property Publishing House Co., Ltd., State Intellectual Property Office of the P.R.C.
David Ai, Director of Knowledge Transfer Office, City University of Hong Kong
Jiamin Fang, Deputy General Manager and Director of Shanghai Branch, China Trademark & Patent Law Office Co., Ltd.
Andy Sierakowski, Joint-Chairman of ITTN International Committee, Former Chairman of Knowledge Commercialisation Australasia (KCA)
Renchen Liu, Assistant to the President of Research Institute of Tsinghua University in Shenzhen, Director of International Technology Transfer Center
Michael Murray, Managing Director of IP Asset Ventures (IPAV)

Moderator: **Waishun Lo**, General Partner, DL Capitals

World SME Expo and IDT Expo

Catch the Online Shopping Express - Self-Built Online Shop Vs Third-Party Platform

Time: 10:30am – 11:45am

Venue: Seminar Room E, Hall 1

Speakers: **Sally Pan**, Senior Manager, JD.COM (Beijing Jing Dong Century Trading Co.,Ltd.)
Bobby Liu Chun Wai, General Manager, Mainland China Management Centre & Group eBusiness, Chow Tai Fook Jewellery Group
Wong Ka Wo, Simon, Chairman of Kamperry Group
Gina San, Assistant General Manager, Marketing Division, Hong Kong Export Credit Insurance Corporation

Language: Cantonese / Putonghua (Simultaneous interpretation in English / Putonghua)

The Story of Japanese Washitsu Design

Time: 10:30am-12:30pm

Venue: Seminar Room A, Hall 1B

Speakers: **Kiyonori Miisho**, Chairman, Japan Federation of Architects & Building Engineers Associations

Toyoshige Yamanaka, Executive Director, Japan Building Materials Association

Tom Hisano, Managing & Creative Director, Toms & Design Associates Ltd.

Language: Japanese (Simultaneous interpretation in English and Putonghua)

Franchising Summit – Critical Success Factors for the Chinese Mainland Market

Venue: Seminar Room D, Hall 1

Part 1: Build a Successful Franchise Empire – Sharing by Renowned International Franchise Brands

Time: 11am-noon

Speakers: **Scott Lehr**, SVP, International Development, International Franchise Association
Hugh Gyton, COO (China, HK, Malaysia, Philippines, Singapore), Anytime Fitness

Adrin Loi Boon Sim, Executive Chairman, Ya Kun International Pte Ltd

Language: English (Simultaneous interpretation in Putonghua)

Part 2: Critical Success Factors for the Chinese Mainland Market

Time: 2:30pm – 3:30pm

Speakers: **Chang Paoling**, CEO, Zoe International Co.,Ltd.

Caren Lee, Executive Director, Arte Hong Kong Limited

Language: Cantonese / Putonghua (Simultaneous interpretation in English / Putonghua)

Part 3: Franchising: Expansion Fast Pass for SMEs

Time: 4pm – 5pm

Venue: Seminar Room D, Hall 1

Speakers: **Nanette D'sa**, Director, Franchise Association of India

Richard Li, Director, Tung Tung International Enterprise

Samie Lim, Chairman Emeritus, Philippine Franchise Association

Anang Sukandar, Chairman, Indonesian Franchise Association

Moderator: **Christine Kwok**, Managing Consultant, Actrium Solutions (HK) Ltd

Language: English (Simultaneous interpretation in Putonghua)

HKIDA “WALLS x TREES” Crossover Dialogue cum “Open the Box” Award Presentation Party

Time: Noon – 1pm

Venue: Inno Talk, Hall 3D

Language: Cantonese (No simultaneous interpretation)

Latest Development of Traditional Distribution Channels

Time: 2pm – 3:15pm

Venue: Seminar Room E, Hall 1

Speakers: **William Wong**, Founding Executive Vice Chairman, Federation of Hong Kong Brands
Chen Xiao Dong, Chief Executive Officer, Intime Group
Tony Chin, Deputy Chief Merchandising Officer, Hong Kong Suning Commerce Co., Ltd
Luke Lu, Chief Executive Officer, Shanghai UniBiz InfoTech Co. Ltd

Moderator: **Kevin Chan**, Senior Product Promotion Manager, HKTDC

Language: Cantonese / Putonghua (Simultaneous interpretation in English / Putonghua)

Sweden Design for Liveable Cities – where we want to live, work and visit

Time: 2pm-4pm

Venue: Inno Talk, Hall 3D

Guest of **Christine Loh**, Under Secretary for the Environment in Hong Kong

Honor: **Mats Denninger**, Government's High Representative for International Environmental Technology Cooperation

Speakers: **Robin Edman**, Chief Executive, SVID
Christer Larsson, City Planning Director Malmö City
Daniel Höglund, VP Creative Operations, Design Strategist Veryday
Monica von Schmalensee, CEO, White Arkitekter
Mats Hellström, Senior Adviser Plantagon
Jan Mattsson, CEO, Sweco Architects
Jonas Törnblom, Senior VP Corporate Marketing Envac, and Chair Sweden China Green Tech Alliance

Language: English (No simultaneous interpretation)

A Closer Look at B2B e-Commerce: Small Orders, Big Prospects

Time: 3pm – 5pm

Venue: SME Forum, Hall 1

Speakers: **Joseph Wong**, Partner, Global Business Services, IBM China/Hong Kong
Raymond Yeung, Senior Sales Manager, Publications & E-Commerce Department, Hong Kong Trade Development Council
Wally Wong, Manager, SMB Merchant Acquisition & Engagement, PayPal HK
Bianca Lee, Manager, (Customer Relationship Management) Product Development, Marketing and Sales Division, Hongkong Post

Language: Cantonese (No simultaneous interpretation)

Commercialising Innovative Concepts – The Investors' Perspective

Time: 3:30pm – 4:45pm
Venue: Seminar Room A, Hall 1B
Speakers: **Simon Squibb**, CEO, Nest
Yat Siu, Founder & CEO, Outblaze
Hilary Szymujko, Startups, Investors + Mentors, blueprint - Swire Properties
Moderator: **Iain Reed**, Chairman, EFADRIN
Language: English (Simultaneous interpretation in Cantonese and Putonghua)

Big Data and New Marketing Strategies

Time: 5pm-6:15pm
Venue: Room 5, Hall 1A
Speakers: **Allen Poon**, Regional Sales Director, Softlayer, an IBM Company
James McKeogh, Partner, Management Consulting, KPMG
Boey Law, Digital Marketing Manager, Hotmob Limited
Willy Lai, Business Director, Fimmick
Language: English (Simultaneous interpretation in Putonghua)

6 December (Saturday)

World SME Expo and IDT Expo

HK International Invention and Design Competition Award Presentation Ceremony

Time: 10am-11:45am
Venue: The Studio, Hall 1B
Guests of: Wu Kou Chen, Chairman, Chinese Innovation And Invention Society
Honor: **Yeung Kau Sam**, Chairman, Hong Kong Invention Association

New Wave of Social Media – Grow Your Business, Expand Customer Base

Time: 10:30am – 11:30am
Venue: Seminar Room E, Hall 1
Speakers: **Lai Chi Wai Willy**, Business Director, Fimmick
Wan Siu Ting, Karin, Business Director, Guru Online
Language: Cantonese (Simultaneous interpretation in English and Putonghua)

CEO Dialogue: Mr. Lam Wai Chun, Founder of 759 Store

Time: 11am – noon
Venue: SME Forum, Hall 1
Speaker: **Lam Wai Chun**, Founder of 759 Store
Moderator: Mingles Tsoi, Project Director, Center for Entrepreneurship, The Chinese University of Hong Kong
Language: Cantonese (No simultaneous interpretation)

The Secrets of Brand Success

Time: 11am-12:30pm
Venue: Seminar Room A, Hall 1B
Speakers: **James Hagan**, VP Strategy, Nanette Lepore
Ada Ho, Director, L plus H Fashion, L plus H Creations Foundation
Tania Lau, Marketing Director, Yahoo!
Language: English (Simultaneous interpretation in Putonghua)

For full seminar schedule, please visit:

BIP Asia Forum

http://bipasiaforum.com/en/info_programme.html

World SME Expo

http://form.hktdc.com/UI_VisitorIntranet/Public/SeminarListPublic.aspx?EVENTID=829944bf-1693-4d5c-a3c6-0215b510099d&LANGID=1

IDT Expo

http://form.hktdc.com/UI_VisitorIntranet/Public/SeminarListPublic.aspx?EVENTID=660497b7-c172-43c5-b8ff-4fbc3155f22d&LANGID=1