

To Assignment Editor:

BIP Asia, World SME Expo, IDT Expo Open Next Week *Special Media Preview to Take Place 4 December*

28 November 2013 – The third edition of the Business of IP Asia Forum (BIP Asia) will be held, 5-6 December, at the Hong Kong Convention and Exhibition Centre (HKCEC), bringing together more than 1,500 intellectual property specialists, senior business players and government officials to explore IP opportunities in Asia.

Alongside BIP Asia, HKTDC World SME Expo and HKTDC Inno Design Tech Expo (IDT Expo) will open 5 December and continue through 7 December. The two fairs will feature a wealth of products and services, market information, creative ideas, networking sessions and business opportunities for SMEs.

BIP Asia is organised by the HKTDC, along with the Hong Kong Design Centre and, for the first time, the Hong Kong SAR Government. Its Chief Executive CY Leung will take part in the opening ceremony. More than 60 prominent speakers will participate in the event's panel discussions and sessions.

This year, World SME Expo will focus on franchising opportunities, presenting a new Franchising Hall and the first Franchising Summit. Opportunities Hall will feature more than 190 corporations, chambers of commerce and trade promotion organisations from 32 countries and regions. Solutions Hall will include governments and institutions, IT and e-business companies, financial enterprises and other businesses designed to help SMEs. Some 30 seminars and networking activities will be held during the expo.

At IDT Expo, Belgium, the fair's Partner Country, will showcase its world-class design and innovation under the theme "Belgian Spirit." The Hong Kong Creative Force Pavilion in Inspiration Hall will spotlight the offerings of local designers. Trade Hall will present a wide range of exhibitors covering branding, upgrading strategies and applied technology solutions.

Press Preview

A special press preview of World SME Expo and Inno Design Tech Expo will be held 4 December, from 3pm to 4pm, at the HKCEC's HKTDC Media Centre, Expo Drive Entrance. HKTDC Assistant Executive Director Raymond Yip will host the event. You and your media representatives are welcome to cover the preview and the fairs.

Fair Schedule

BIP Asia Forum

Date: 5-6 December (Thursday to Friday)

Hours: 9am-5:30pm

Venue: Hall 3B-C, HKCEC, Wan Chai

World SME Expo & IDT Expo

Date: 5-7 December (Thursday to Saturday)

Hours: 5-6 December: 9:30am-7pm

7 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, 5-7 Dec

Trade Hall: Open to trade visitors, 5-7 Dec, and open to public visitors 18 and over on 7 Dec

Press Registration Counter

BIP Asia:

5 Dec, 9am-12:30pm: outside Hall 3C, HKCEC

5 Dec, 1:30pm-5pm & 6 Dec: outside Hall 1B, 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:

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Major Events

5 December (Thursday)

BIP Asia

Opening Ceremony

Time: 9am (press registration)
9:30am (opening ceremony)
9:55am (Asia IP Exchange Launch Ceremony)

Venue: Hall 3C, HKCEC

Guests: CY Leung, Chief Executive, Hong Kong SAR Government
Fred Lam, Executive Director, HKTDC
Tian Lipu, Commissioner, State Intellectual Property Office, PRC
Wang Binying, Deputy Director General, World Intellectual Property Organization

Panel Discussion I – Rethinking Corporate IP Strategies

Time: 10am-11:10am

Venue: Hall 3C, HKCEC

Speakers: Ira Blumberg, Vice President of Intellectual Property, Lenovo
Damon Matteo, Vice President and Chief Intellectual Property Officer, Palo Alto Research Center, a Xerox company
Roberto Ribeiro, Global Head of Regional Patent Support, Sanofi

Moderator: Dr Donald Merino, Managing Director, Transpacific Advisors Ltd

World SME Expo and IDT Expo

Franchising Summit

Venue: Seminar Room E, Hall 1E, HKCEC

Session I: Overseas Opportunities

Time: 10:30am-noon

Speakers: Albert Kong, Chairman, International Development, Franchising and Licensing Association (Singapore)
Nelson Kwok Teng Toong, President, Malaysian Retailer-Chains Association
Samie Lim, Chairman Emeritus, Philippine Franchise Association
Josh Merin, Director of International Affairs, International Franchise Association
Anang Sukandar, Chairman, Indonesian Franchise Association

Moderator: Wilson Lee, Chairman, Licensing & Franchising Association of Hong Kong

Kong

Session II: Greater China Opportunities

Time: 2:30pm-4pm

Speakers: Tony Fan, Vice Secretary, Guangdong Chain Operations Association
Tom Hsu, Chairman, Association of Chain and Franchise Promotion, Taiwan
Even Lv, Director, Guangzhou Chain Store & Franchise Association
Vincent Ngai, Managing Director, Fujian Yuntai Tea Co Ltd
Su Shuang, Director of Franchise & Investment Department, China Chain Store & Franchise Association

Moderator: Harry Chow, Founding President, Hong Kong Franchise Development Association

Language: English/Putonghua (simultaneous translation in Putonghua/English)

Co-organiser: Trade and Industry Department, Hong Kong SAR Government

IDT Expo: Belgian Pavilion's Opening Ceremony

Time: 10:10am-noon

Venue: Belgian Pavilion, Hall 3D, HKCEC

Guests of Honour: HM Queen Mathilde of Belgium
Kris Peeters, Minister-President, Government of Flanders
Jean-Claude Marcourt, Vice-President, Government of Wallonia
Céline Fremault, Minister, Government of the Brussels Capital Region

Seminar: Using Online Vehicles to Drive Your Business

Time: 11:30am-12:30pm

Venue: Seminar Room C, Hall 1C

Speaker: Kevin O'Kane, Head of SMB, Google Asia Pacific

Moderator: Lento Yip, Chairman, Hong Kong Internet Service Providers Association

Language: English (simultaneous translation in Putonghua)

Seminar: Brand Management and Marketing: Standing Out from the Crowd

Time: 11am-1pm

Venue: Seminar Room A, Hall 1B

Moderator: Gerry Ma, Executive Director, Woops Media Ltd

Speakers: Stanley Wong, founder, 84000 Communications Ltd

Eddie Hui, Managing Director, SEMK Products Ltd

Ivan Chan, CEO, Promotional Partners Group Ltd

Language:

Cantonese (Simultaneous translation in English/Putonghua)

Seminar: This Is Not Design: A Look into the Spirit of Belgian Design

Time: 2:30pm-4:30pm

Venue: Seminar Room A, Hall 1B

Speakers: Kris Peeters, Minister-President, Government of Flanders

Johan Valcke, founder, Design Flanders

Henri Monceau, Director, Creative Wallonia

Pieter Lesage, co-founder, Studio Dott

Frederic Gooris, founder, Studio Gooris

Jan Ameloot, Managing Director, Delta Light

Tim Van Bogaert, Architect, AWG Architects

Nicolas Karadjian, Architect AAVO

Language:

English (Simultaneous translation in Putonghua)

Seminar: Likonomics: Forecasting China's Economic Development

Time: 4:30pm-5:30pm

Venue: Seminar Room D, Hall 1D

Speakers: Dr Liao Qun, General Manager and Chief Economist, Research Department, China CITIC Bank International Ltd

Dr Chan Man Hung, Thomas, Head/Director, China Business Centre Director/Public Policy Research Institute, Hong Kong Polytechnic University

Lam Wai Chi, President, Hong Kong Chamber of Commerce in China – Guangdong

Moderator: Cheng Kai Nam Gary, Commentator

Language: Cantonese/Putonghua (simultaneous translation in English)

6 December (Friday)

BIP Asia

Seminar: IP Monetisation and Intellectual Capital Management

Time: 9:30am-11am

Venue: Room 1, Hall 1B

Speakers: Gerard Pannekoek, President and CEO, IPXI Holdings LLC

Dr Cyrus Shahabi, Director, Integrated Media Systems Center, Viterbi School of Engineering, University of Southern California

Moderator: Kenneth Choy, Partner, Edwards Wildman Palmer
Johnson Kong, Board of Governors, International Intellectual
Property Commercialisation Council

World SME Expo and IDT Expo

CEO Dialogue: Peter Lau, founder, Japan Home Centre

Time: 11am-11:45am
Venue: SME Forum, Hall 1E
Speaker: Peter Lau, Chairman & CEO, International Housewares Retail
Company Ltd
Moderator: Mingles Tsoi, Project Director, CUHK Center for Entrepreneurship
Language: Cantonese

Seminar: Industry and Design: How does it Work in Poland?

Time: 10:30am-12:30pm
Venue: Seminar Room A, Hall 1B
Moderator: Zuzanna Skalska, Trendwatcher, VanBerlo
Speakers: Oskar Zieta, founder, Zieta Prozessdesign
Robert Majkut, founder, Robert Majkut Design
Jakub Sobiepanek, Art Director, Vzor
Language: English (simultaneous translation in Putonghua)

Seminar: Cashing in on Innovation and Creativity

Time: 11:30am-1pm
Venue: Seminar Room C, Hall 1C
Speakers: Kevin Chan, Executive Chairman, Insight Robotics Ltd
Gabriel Pang, Chief Operating Officer, Firedog Studio Company Ltd
Maryann Hwee, Executive Director, FringeBacker
Language: Cantonese (simultaneous translation in English/Putonghua)

Seminar: Social Media – A Powerful Tool to Grow your Business

Time: 4pm-5pm
Venue: Seminar Room E, Hall 1E
Speakers: Arrow Junxian Guo, Head of Small and Medium Business for
Greater China and Southeast Asia, Facebook
Edmund Wong, founder and Director, MyDress
Moderator: Francis Fong, Chairman, Hong Kong Association of Interactive
Marketing
Language: Putonghua/English (simultaneous translation in English/Putonghua)

Seminar: Technology: Unleashing the Power of Marketing

Time: 4pm-5:30pm
Venue: Seminar Room A, Hall 1B
Speakers: Bradly Ng, Director, Leovation Ltd
Terrance Leung, Business Development Manager, Outblaze
Language: Cantonese (Simultaneous translation in English/Putonghua)

7 December (Saturday)

World SME Expo and IDT Expo

CEO Dialogue: YH Lee, Tsui Wah Group Chairman

Time: 11am-11:45am
Venue: SME Forum, Hall 1E
Speaker: Lee Yuen Hong, Chairman, Tsui Wah Group
Language: Cantonese

Seminar: The Journey to Social Innovation

Time: 11am-11:45am
Venue: SME Forum, Hall 1E
Speakers: Sonia Lee, Managing Director, Bonham Strand Hong Kong Ltd
Joyce Mak, Executive Officer, Hong Kong Kitchen
Fiona Wat, Founder, Dialogue Experience Silence (Social Enterprise Project)
Ronald Ho, Retail Manager, The Salvation Army Family Stores
Hui Po Ying, Candy, Marketing and Operation Officer, Hong Kong TransLingual Services
Moderator: Howard Ling, Non-official Member, Social Enterprise Advisory Committee
Language: Cantonese

Seminar: A New Era – 3D Printing

Time: 2pm-3pm
Venue: Seminar Room C, Hall 1C
Speakers: Bryan So, Senior Consultant, Biomedical Engineering Unit, Automation Service Division, Hong Kong Productivity Council
John Ng, South China Territory Manager & Strategic Accounts Director, Stratasys
Language: Cantonese/English (simultaneous translation in English/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://www.hktdc.com/fair/innodesigntechexpo-en/s/6915-General_Information/HKTDC-Inno-Design-Tech-Expo/Thematic-Seminar.html