

The 2nd International IP Commercialisation Conference (Hong Kong)

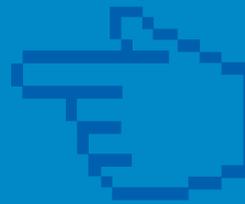
How to Better Serve SME Growth and Industrial Uplifting

第二届香港国际知识产权产业化会议

如何更好服务中小企成长和工业提升

31 July - 1 August 2013

Registration: <http://goo.gl/L7p0x>



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Schedule:

Day One: 31 July 2013 (Wed) 9:30a.m. - 5:30p.m.

Day Two: 1 August 2013 (Thur) 9a.m. - 6:15p.m.

Venue:

Dr. Charles Kao Auditorium, Hong Kong Science Park, Shatin

Admission Fee (For 2 days):

Regular Fee: HK\$ 350

Early-Bird Fee: HK\$ 250 before 15 July 2013

Referred from Supporting Org./Partners: HK\$ 250

Networking Lunch: HK\$ 300 per day

Networking Dinner: HK\$ 500 per day

The conference aims to promote SME growth (and in turn, job creation) through value creation by commercialisation of intellectual property (IP). It is a concept that lacks understanding in Asia. However, we believe that Hong Kong has the potential to be a world-class international intellectual property commercialisation centre for the global market.

All developed economic systems around the world are currently progressing towards a knowledge-based economy. As the renowned Asian international financial centre and RMB offshore centre, with a sound legal framework for IP protection and litigation, Hong Kong is in the perfect position to become an international hub for IP commercialisation. The aim of the conference is to advance Global-Hong Kong cooperation and build the necessary infrastructure and ecosystem to facilitate global IP commercialisation.

Experts will share their insights into:

1. IP valuation,
2. Technology transfers,
3. International mergers and acquisitions, and
4. IP quality improvement.

The conference will also introduce the latest developments in IP financing, IP standardising methodologies and provide viable solutions to Hong Kong industries, bankers, investors, entrepreneurs, inventors and IP professionals. After the conference, Developmental Working Groups will follow up the discussions, aiming to formulate and promote best practices, guidelines and standards for IP business activities under an international cooperation framework.

Co-organising Partners:



Supporting/Sponsoring Organisations:



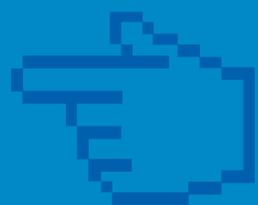
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31 July 2013 Highlighted Programmes

Highlighted Programmes

- HK's IP Business Development For Future
- HK - PRD's New Policies to Promote IP Commercialisation
- HK - PRD IP Commercialisation Ecosystem
- Experiences of Giant Corporations in S. Korea
- International IP Policy Trends & NPE's Future
- Ceremony:
 1. Inauguration of IIPCC: Board of Governors, Steering Committee & Advisors, Developmental Working Groups & Advisors
 2. Signing of MOU between IIPCC & Shenzhen Tech Transfer Promotion Center
 3. Signing of MOUs to set up local chapters of IIPCC in S. Korea & Taiwan

Highlighted Honourable Guests:

- The Hon Andrew Liao, GBS, SC, JP (Member) HKSAR Exec. Council; Conference Chair
- Dr. Kaiyuan Tao, (Vice Chair) Guangdong Provincial Committee of CPPCC; (Director General) Guangdong Intellectual Property Office
- The Hon Bernard Chan, GBS, JP (Member) HKSAR Exec. Council; (Chairman) HKSAR Council for Sustainable Development
- The Hon Mrs Regina Ip, GBS, JP (Member) HKSAR Exec. & Legislative Council
- Mr. Peter Cheung, JP (Director) Intellectual Property, HKSARG

Highlighted Guest Speakers:

- Ms. Jin Liu, (Deputy Director General) Shenzhen Science and Technology Innovation Council (SZSTI)
- Mr. Bo Han (Director) South-South Global Assets and Technology Exchange (SS-GATE) (TBC)
- Dr. C.K. Ko, J.D. (Former EVP) Intellectual Discovery, Samsung, LG
- Prof. Shang-Jyh Liu, LL.B, (Editor-in-Chief) Technology Law Review
- Ms. Audrey Yap, LL.M, (Asia Pacific Committee Co-chair) Licensing Executives Society International (LESI)

1 August 2013 Highlighted Programmes

Session 1: IP Valuation & Quality Improvement

Session Chair: Dr. Albert Chan, J.D. (Co-founder) US-China IP Institute

Highlight:

Building a high-value LED patent portfolio in China, presented by Mr. Song Shang (CEO) ZDEC

Speakers:

- Mr. Johnson Kong (Former Senior Executive) IP.com and Questel
- Mr. Yu Sarn Chiew, LL.B (Hons) (Former President) Licensing Executives Society Singapore
- Prof. Chong-Min Kyung, IEEE Fellow (Head) CISS Research Center, KAIST (Korea Advanced Institute of Science & Technology)
- Mr. Song Shang (CEO) ZDEC, a leading patent generating company
- Ms. Gloria Wu (Dep. Director General) of Institute for Information Industry (III)

Session 2: Business Models for IP Commercialisation

Session Chair: Dr. Waishun Lo (Adjunct Professor) Information Engineering at Chinese University of Hong Kong

Speakers:

- Mr. Arthur Nutter, MBA (Chairman) TAEUS International Corporation
- Prof. Dongmin Chen (Dean) School of Innovation and Entrepreneurship, Office of Technology Development, Peking University
- Mr. Shan Lu (Director) Marketing Dept. & Information Center, Shenzhen United Property and Share Rights Exchange
- Mr. John Lo, J.D. (Partner) Edwards Wildman Palmer LLP

Session 3: Technology Cooperation

Session Chair: Mr. Raymond Yip, FCIM (Assist. Exec. Dir.) Hong Kong Trade Development Council (HKTDC)

Speakers:

- Ms. Annikki Apronen (Consul General) of Finland, Hong Kong
- Mr. Kenneth Choy, J.D. (Chairman) IP Committee, Hong Kong General Chamber of Small and Medium Business
- Mr. Owen Tu (General Manager) China Merchants Technology Holding Limited/Shekou Gene Fund (TBC)
- Prof. Teng-Yung Feng (Deputy Director) Emeriti Faculty & (Team Lead) Tech Transfer, Academia Sinica
- Mr. Allen Yeung, EMBA (Vice President) Hong Kong Science & Technology Park