



Be Inspired by High-Profile Speakers



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**Programme Highlights –
IP: Transforming Global Business**

Plenary Sessions

- | | |
|---|-------|
| 1) Sustainable IP Business Model in the Ever-changing World | 3 Dec |
| 2) Global Trends for IP Licensing Strategies | 3 Dec |
| 3) IP Opportunities under the Belt and Road Initiative | 4 Dec |

Concurrent Breakout Sessions

IP Practical Tips Industry-Specific IPs Asian Trends





Why **BIP Asia 2015** is a must - attend event :

80+ internationally renowned speakers



Expanded exhibition zone

2000+ IP professionals & business Leaders



Business matching & networking

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HK\$600

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Two-day pass inclusive of networking lunch on 3 December (Original Price: HK\$1,600 / US\$200)

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Organisers:



香港特別行政區政府
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香港貿易發展局



Hong Kong Design Centre
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An event of:



Concurrent events:



World SME Expo
國際中小企博覽



Inno Design Tech Expo
設計及創新科技博覽



BUSINESS OF DESIGN WEEK
設計業周展

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