

7-8 December 2017  
Hong Kong Convention and Exhibition Centre  
[www.bipasiaforum.com](http://www.bipasiaforum.com)

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## IP & Innovation : Propelling Change, Growth and Connectivity

### FEATURED SPEAKERS



**Mr Bruce Schelkopf**  
Group Senior Vice President  
and Chief IP Officer  
**ABB Ltd**



**Mr Toshimoto Mitomo**  
Corporate Executive, Intellectual  
Property and Mid-to-Long-Term  
Business Development,  
**Sony Corporation**



**Mr Gustav Brismark**  
Chief Intellectual Property Officer  
**Ericsson**

## Programme Highlights

### Plenary Sessions

- 1) Evolving IP Policy in the Innovation Era **7 Dec**
- 2) Crafting a Comprehensive IP Strategy for the New World Order **7 Dec**
- 3) Global Tech Summit - The Revolution of Artificial Intelligence (AI) **8 Dec**

### Concurrent Breakout Sessions

IP for Business Practices

IP Legal Tips

Industry-specific IP

Brand  
Defence

Digital Media  
and IP  
Management

The Trend  
of Film  
Adaptation



Why BIP Asia 2017 is a must - attend event :

**2500+**

attendance  
including

IP professionals &  
business leaders



**80+**



Internationally  
renowned speakers

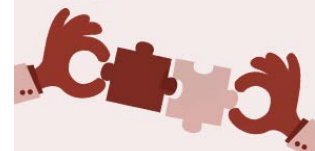
**90+** Exhibitors

Including IP owners,  
international brands and  
service providers



Business matching &  
networking

**opportunities**



## Special Offer for members of Hong Kong Venture Capital and Private Equity Association

~~Standard Fee: HK\$1,800~~

**HK\$600 for Two-day Conference**

**(Promo code: BIP2017SO\_054)**

**Register Now!**



- Access to 2-Day Conference Content with 3 Plenary Sessions and 10+ Concurrent Breakout Sessions
- Access to Exhibition Floor
- A Keynote Luncheon on 7 Dec 2017
- Network With 2,500+ IP Industry Professionals

Organisers:

An event of: Concurrent events:



香港特別行政區政府  
The Government of the Hong Kong  
Special Administrative Region



hkdc  
Hong Kong Design Centre  
香港設計中心



HKTDC  
Hong Kong International  
Franchising Show  
香港國際特許經營展



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