

13th Business of IP Asia Forum

7-8 December 2023

IP & Innovation: Steering New Economic Growth

Programme

7 December 2023 (Thursday) – Day 1

08:00 – 09:00 Halls 1B-C	Registration and Networking
09:00 – 09:30 Main Forum	<p>Opening Session</p> <p>Welcome Remarks</p> <ul style="list-style-type: none"> ◆ Ms Margaret Fong Executive Director, Hong Kong Trade Development Council <p>Opening Remarks</p> <ul style="list-style-type: none"> ◆ Dr Lu Pengqi Deputy Commissioner, China National Intellectual Property Administration (CNIPA) ◆ H.E. Mr Daren Tang Director General, World Intellectual Property Organization
09:30 – 10:45 Main Forum	<p>Policy Dialogue – Powering Economic Growth through a Future-Ready IP Policy</p> <p>Welcome Remarks</p> <ul style="list-style-type: none"> ◆ Mr Algernon Yau, JP Secretary for Commerce and Economic Development, Hong Kong Special Administrative Region of the People's Republic of China <p>Panel Chair</p> <ul style="list-style-type: none"> ◆ Ms Winnie Tam SBS, SC, JP Barrister – Senior Counsel, Des Voeux Chambers <p>Speakers</p> <ul style="list-style-type: none"> ◆ H.E. Mr Daren Tang Director General, World Intellectual Property Organization (WIPO) ◆ Attorney Rowel S. Barba Chair, Intellectual Property Rights Experts Group, Asia-Pacific Economic Cooperation (APEC); Director General, Intellectual Property Office of the Philippines ◆ Mr Santisouk Phounesavath Chairman, ASEAN Working Group on Intellectual Property Cooperation
10:45 – 11:15 Halls 1B-C	Coffee Break
11:15 – 12:30 Main Forum	<p>Plenary Session – Underpinning Brand Success: IP Strategies in the Digital Era</p> <p>Speakers</p> <ul style="list-style-type: none"> ◆ Mr Mayeul Dastugue Legal Director, Global IP Enforcement, Christian Louboutin ◆ Mrs Laurence Morel-Chevillet IP & Brand Protection Director, Bulgari S.p.A ◆ Mr Zheng Xuan (鄭軒) Director of Legal Affairs Center (法務中心總監), 361 Degrees International Limited

12:45– 14:00 S226-227	Inspo Talk – IP Issues on the Online Marketplace			
	Host ◆ Ms Anita Leung Vice Chair, Intellectual Property Committee of the Law Society of Hong Kong			
	IP Legal Tips	Market Insights	IP in Tech and Entrepreneurship	Quick Guide to IP Basics
14:15 – 15:30 Halls 1B-C	IP Portfolio Management <i>(Co-organised with The Law Society of Hong Kong, The Hong Kong Bar Association and The Licensing Executives Society China, Hong Kong Sub-Chapter)</i>	Cross-border Collaboration in GBA	IPHatch Asia <i>(Co-organised with Piece Future)</i>	IP Training Programme <i>(Co-organised with the Intellectual Property Department, The Government of the HKSAR)</i>
15:30 – 16:00 Halls 1B-C	Coffee Break			14:30-15:45 Intellectual Property Fundamentals ◆ Mr Anthony Tong Ex-Deputy Chairman of Copyright Tribunal of the Hong Kong Government
	Industry Insights	Market Insights	IP in Tech and Entrepreneurship	
16:00 – 17:30 Halls 1B-C	Creative IP and Digital Copyrights <i>(Co-organised with Vobile)</i>	IP Collaboration and Competition in the GBA Biomedical Industry <i>(Co-organised with International Intellectual Property Promotion Association of Guangzhou Development District Knowledge City and BioLand Lab)</i>	15:45-17:30 Bringing Tech to Business - Innovation Demo	16:00-17:30 Intellectual Property in E-commerce ◆ Mr Eugene Low HKIAC Domain Name Panelist
17:30 – 18:30 Halls 1B-C	BIP Networking Hour			

8 December 2023 (Friday) – Day 2

09:00 – 09:30 Halls 1B-C	Registration and Networking		Quick Guide to IP Basics
09:30 – 11:30 Halls 1B-C	<p>Global Tech Summit</p> <p><u>Generative AI for Good – The Power of Asia</u></p> <p><u>Speakers</u></p> <ul style="list-style-type: none"> ◆ Mr Olivier Klein Chief Technologist, Asia Pacific, Amazon Web Service ◆ Mr Fred Sheu National Technology Officer, Microsoft Hong Kong <p><u>Generative AI for Good – Homegrown Rising Stars</u></p> <p><u>Speaker</u></p> <ul style="list-style-type: none"> ◆ Mr Ivan Lau Co-founder & CEO, Pantheon Lab ◆ Mr Jack Shing Founder & CEO, D-Engraver 	<p>Market Insights</p> <p>10:00-13:00</p> <p>ASEAN Session on Unlocking Trade Mark Value – Pioneering with Brand Licensing</p> <p><i>(Organised by the ASEAN Secretariat and Intellectual Property Department, The Government of the HKSAR, in collaboration with World Intellectual Property Organization)</i></p> <p><u>Opening Remarks</u></p> <p><u>Theme I: Trademark Value in the ASEAN Landscape</u></p> <p><u>Theme II: Trademark Commercialization in a Globalized Market: Opportunities and Challenges</u></p> <p><u>Theme III: Case sharing (I) – International Trademark Licensing and Assignment</u></p>	<p>IP Training Programme</p> <p><i>(Co-organised with Intellectual Property Department, The Government of the HKSAR)</i></p> <p>9:15-10:45</p> <p>Importance of Copyright and Designs in Digital Age</p> <ul style="list-style-type: none"> ◆ Mr Alan Chiu Vice Chairman of the Practice Management Committee of the Law Society of Hong Kong <p>11:00-12:30</p> <p>Management and Exploitation of Trademarks</p> <ul style="list-style-type: none"> ◆ Ms Theresa Mak Council Member of the Hong Kong Trade Mark Practitioners
11:30 – 12:00 Halls 1B-C	Coffee Break		
	IP Legal Tips		
12:00 – 13:00 Halls 1B-C	<p>Latest Patent Trends</p> <p><i>(Co-organised with International Association for the Protection of Intellectual Property – AIPPI)</i></p>		
13:00-14:15 Halls 1B-C	Lunch Break		

	IP Legal Tips	Market Insights		Quick Guide to IP Basics
14:30 – 15:45 Halls 1B-C	<p>IP and Dispute Resolution in the Age of AI: What the Computer Cannot Answer? <i>(Co-organised with Department of Justice, The Government of the HKSAR)</i></p> <p>Welcome Remarks</p> <ul style="list-style-type: none"> ◆ Mr Cheung Kwok-kwan, SBS, JP Deputy Secretary for Justice, Hong Kong Special Administrative Region of the People's Republic of China <p>Moderator</p> <ul style="list-style-type: none"> ◆ Mr Amirali Nasir, MH, JP Vice-President and Chairman of the InnoTech Committee of the Law Society of Hong Kong; Director, eBRAM International Online Dispute Resolution Centre <p>Speakers</p> <ul style="list-style-type: none"> ◆ Mr Dominic Edmondson Special Counsel, Baker & McKenzie ◆ Ms Charmaine Koo Consultant, Deacons ◆ Mr Ling Chun Wai Barrister-at-law, Des Voeux Chambers; Chairman, Mediation Committee, Hong Kong Bar Association <p>Closing Remarks</p> <ul style="list-style-type: none"> ◆ Mr Amirali Nasir, MH, JP Vice-President and Chairman of the InnoTech Committee of the Law Society of Hong Kong; Director, eBRAM International Online Dispute Resolution Centre 	<p>14:30-16:30</p> <p>ASEAN Session on Unlocking Trade Mark Value – Pioneering with Brand Licensing <i>(Organised by the ASEAN Secretariat and Intellectual Property Department, The Government of the HKSAR, in collaboration with World Intellectual Property Organization)</i></p> <p><u>Theme IV: Case Sharing (II) – Brand Licensing Strategies in Hong Kong SAR and ASEAN</u></p> <p><u>Theme V: Case Sharing (III) – Brand Licensing Strategies in Hong Kong SAR and ASEAN</u></p> <p><u>Closing Remarks</u></p>	<p>IP Training Programme <i>(Co-organised with Intellectual Property Department, The Government of the HKSAR)</i></p> <p>14:00-15:30</p> <p>How Patent Protects Your Invention</p> <ul style="list-style-type: none"> ◆ Mr Steven Fung Patents Committee Member of the Asian Patent Attorneys Association Hong Kong (APAA) <p>15:45-17:00</p> <p>Basic Concepts of IP Trading</p> <ul style="list-style-type: none"> ◆ Ms Anita Leung Vice Chair, Intellectual Property Committee of the Law Society of Hong Kong <p>17:00-17:15</p> <p>Mediate First Pledge</p> <ul style="list-style-type: none"> ◆ Ms Kali Fung Government Counsel 	
15:45-16:15 Halls 1B-C	Coffee break		<p>IP in Tech and Entrepreneurship</p> <p>15:30-15:45</p> <p>Unlocking up to HK\$250,000 Government Funding to Kick-Start Your Patent Protection - Patent Application Grant (PAG) <i>[Cantonese only]</i></p> <p>Speaker</p> <ul style="list-style-type: none"> ◆ Ms Patricia Fong Head, Intellectual Property Management, Funding Schemes Division, Hong Kong Productivity Council 	
16:15 – 17:30 Halls 1B-C	<p>Industry Insights</p> <p>Art and Copyright: Addressing the Unique IP Challenges in the Art Industry <i>(Co-organised with China Daily)</i></p>			