

Singapore swings

They came from all corners of the world to attend the IPBC Asia in Singapore last November; and they enjoyed what was a highly memorable event

By **Joff Wild**

The first-ever IP Business Congress Asia (IPBC Asia) took place at the Pan Pacific Hotel in Singapore from 17th to 19th November 2013. Attracting close to 400 delegates drawn from 33 countries, the event focused on the business of intellectual property as it is developing across the Asia-Pacific region, offering three days of high-level discussion and unparalleled networking opportunities. Like all IPBC events, it brought together senior thought leaders from Asia-Pacific, Europe and North America – including a large contingent of senior figures from the corporate IP world.

The main topics of conversation at the IPBC Asia centred on how rights holders can strategically use intellectual property to secure greater operational flexibility, drive revenues, enhance bottom-line returns, increase shareholder value and provide leverage in the financial markets, as well as the challenges they face as they seek to do this. Sessions explored general issues associated with IP value creation, but with a specifically Asian accent, reflecting the continuing growth of the region's IP market and the fact that its companies are putting ever-greater emphasis on taking their offerings to other parts of the world.

The faculty of speakers was made up of individuals in charge of intellectual

property at some of the world's most forward-thinking companies – large and small, Asian and from further afield – as well as other senior players in the global IP market. Their unique insights and experiences, presented in both plenary and breakout sessions, provided delegates with a thorough understanding of the principles that underpin the development of IP value creation strategies, as well as the many challenges – actual and future – that IP-owning companies face.

Among the highlights of the event was the gala dinner honouring the members of the Asia IP Elite: a select group comprising 48 companies and other entities identified – following an extensive research process undertaken by the *IAM* editorial team based in Hong Kong – as having demonstrable expertise in developing and rolling out world-class IP strategies designed to enhance their overall business offerings (see also *IAM* issue 62, November/December 2013). We were delighted that representatives from so many of the Elite companies were able to make it to Singapore in order to pick up their awards in person.

To them and to all IPBC delegates, as well as the members of the speaking faculty and the event's many sponsors, a very big thank-you for making the IPBC Asia 2013 such a resounding success. We look forward to seeing you all again, first at the IPBC Global in Amsterdam from 22nd to 24th June and then in Shanghai from 7th to 9th December for the IPBC Asia 2014. *iam*

Joff Wild is editor of *IAM*

IPBC[®]Asia²⁰¹³

- 01 Mingling at the Asia IP Champions gala dinner drinks reception
- 02 The Asia IP Champions gala dinner gets underway
- 03 Bruce Schelkopf of Ingersoll Rand makes a point during the “Benchmarking” breakout as Mark Abourizk of Resmed (far left) and Tata Consultancy Services’ Santosh Mohanty (left) listen.
- 04 The panel for the “Meet the elite – Asia’s top IP companies” plenary: Kaoru Fukada of Renesas at the podium; and, from left to right, Stacey Ravetta, Perkins Coie; Christine Emmanuel, CSIRO; Ganapathy Nathan, Wipro Infotech; David Su, Taiwan Semiconductor; and Kwang Jun Kim, Samsung Display.
- 05 Members of the audience at the “Creating IP value” breakout listen attentively.
- 06 Lenovo’s Fergal Clarke makes his presentation during the “Effective patent acquisition” breakout.
- 07 The networking gets underway at the opening reception.
- 08 Wonjun Jang (left) and Mi-Chung Ahn (centre), both of Intellectual Discovery, in conversation with a colleague at the opening reception.
- 09 Joo Sup Kim, VP of IP at LG Electronics, shares a joke with Rob Aronoff of Pluritas (to his left) and Intellectual Ventures’ Masanobu Katoh after the “Cross-border IP deals: bridges and barricades” plenary; in the background, session moderator Bruce Berman chats to Philips CIPO Ruud Peters.
- 10 Delegates listen to Microsoft’s Micky Minhas during the opening plenary, “Asia’s IP future”.
- 11 The panel for the packed-out “Creating IP value” breakout. From left to right: moderator Don Merino of Transpacific Advisors; Marcus Woo, Chungwa Picture Tubes Ltd; Jaime Siegel, Acacia Research; Duane Valz, Google; and Joe Siino, Ovidian Group.
- 12 Philip Parker, moderator of the “Investing in IP, Asia style” plenary, watches as Benjamin Wang of ITRI makes a point. Patrick Terroir, deputy general manager of Caisse des Dépôts (to his right) and Hisao Yamasaki, CEO of Syndefense Corp and Anil Joshi, president of Mumbai Angels (to his left) listen on.
- 13 Mixed reactions from the audience to a point made in the “Creating Asia’s next IP leaders” breakout.



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- 14 Moderator Yoshiyuki Inaba, of TMI Associates, introduces the speakers in the opening plenary (from left to right): Poh Chua, Zhejiang Geely Holding Group Co Ltd; Guy L Proulx, Transpacific IP Group Ltd; Suresh Sachi, Agency for Science, Technology and Research; Hiro Seki, Acacia Research Group; and Micky Minhas, Microsoft Corp.
- 15 Making the most of the networking opportunities at the drinks reception before the gala dinner.
- 16 The gala dinner was a time to renew old friendships and make new ones.
- 17 Panellists in the "Creating Asia's next IP leader" session (from left to right): Johnson Kong, International Intellectual Property Commercialisation Council (moderator); Anubhav Kapoor, Tata Technologies Ltd; Derek Minihaue, Cochlear Ltd; Laure van Oudheusden, Philips (China) Investment Co Ltd; and Chiam Lu Lin, Intellectual Property Office of Singapore.
- 18 Arvin Patel of Rovi Corp answers a question from the floor during the "Taking IP out of Asia" breakout; Anan S Sivananthan of Creative Technology Ltd, listens on.
- 19 Having a ball at the opening reception.
- 20 LG Electronics VP of IP Joo Sup Kim makes a point during the "Cross-border IP deals: bridges and barricades" plenary.





Representatives from Asia's IP Champions with the awards they received at the gala dinner

Top row, from left to right:

Taiwan Semiconductor Manufacturing Company – David Su, director, IP division; Kao Corporation – Minoru Kato, senior director, R&D – IP; Creative Technology – Anan Sivathanan, vice president, legal services; Transpacific IP (gala dinner sponsor) – Guy Proulx, chairman and CEO; Lenovo – Fergal Clarke, director, IP business analysis; ResMed – Paul Green, special counsel IP; Toshiba Corporation – Hiroshi Miyauchi, chief fellow, technology and innovation division; Electronics and Telecommunications Research Institute (ETRI) – Jung-hyuk Shin, managing director; Panasonic Corporation – Isamu Yoshii, IP engineer

Second row

LG Corporation – Joo Sup Kim, vice president of intellectual property, LG Electronics

Third row, from left to right:

Huawei Technologies – Kelvin Chen, senior legal counsel; Tata Technologies – Anubhav Kapoor, general counsel and company secretary; Wipro – Ganapathy Nathan, general manager – innovation & IP; Samsung Group – Kwang Jun Kim, senior vice president and chief intellectual property officer, Samsung Display; Hyundai Motor Group – Eon Youl Shin, IP group director, chief IP officer; Industrial Technology Research Institute (ITRI) – Benjamin Wang, general director of the Technology Transfer Centre; Commonwealth

Scientific and Industrial Research Organisation (CSIRO) – Christine Emmanuel, executive manager IP and commercialisation

Bottom row, from left to right

Canon – Hideki Sanatake, senior general manager, IP transactions and enforcement centre; MediaTek – Wei-Fu Hsu, corporate vice-president and general counsel; ZTE Corporation – Ming Wen, IP director; Cochlear – Derek Minihane, head of externals and connectivity programme manager, R&T clusters and IP strategy; Agency for Science, Technology and Research (A*STAR) – Ho Cheng Huat, executive vice president, Exploit Technologies Pte Ltd; SK Group – Jinho Lee, head, patent technology team, SK Hynix