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## “知识产权文化”：乘机赚钱 “Intellectual propertization”: Moneitizing the Trend



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2013年9月2日  
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2 September 2013



# 大纲

## Outline



- I. 背景  
Context
- II. 挑战和解决办法  
Challenges and Resolutions
- III. 香港角色  
Hong Kong's Role
- IV. 展望未来  
Outlook
- V. 结语  
Conclusion

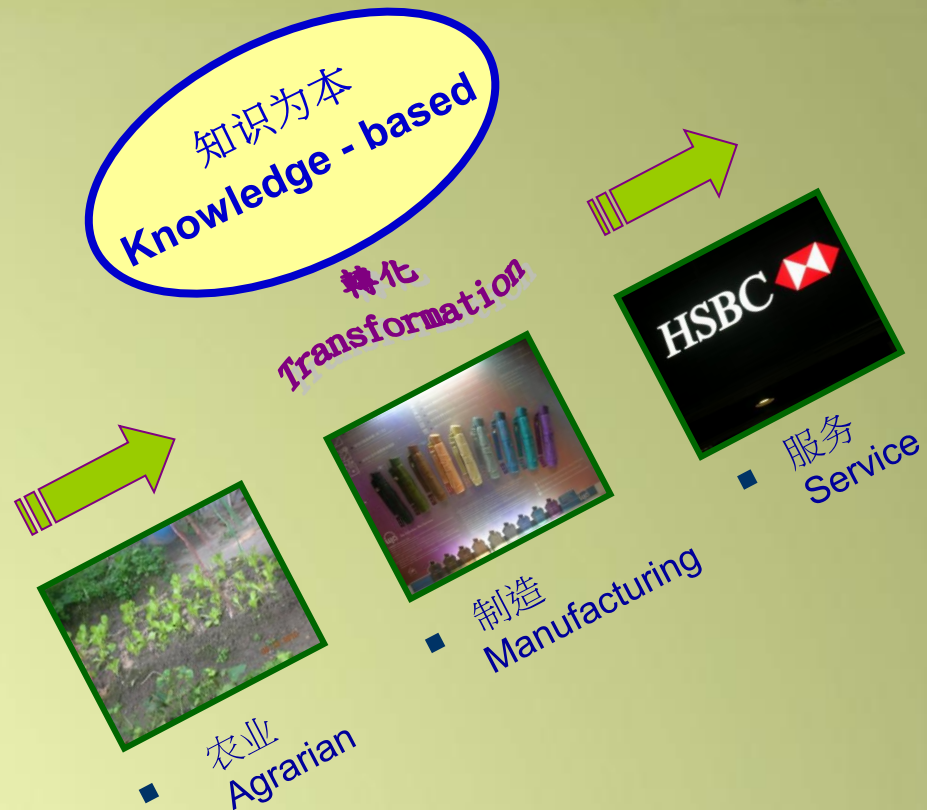


# I. 背景：世界趋势和经济

## Context : World Trends & Economies



- 女权化  
Feminization
- 单身化  
Singularization
- 城市化  
Urbanization
- 现代化  
Modernization



# I. 背景：世界趋势和经济 Context : World Trends & Economies



- 全球化  
Globalization

创意 / 创新为依归  
Creative / Innovative - oriented





# I. 背景：世界趋势和经济 Context : World Trends & Economies



- 知识产权化  
Intellectual property

知识产权为动力  
Intellectual Property - driven

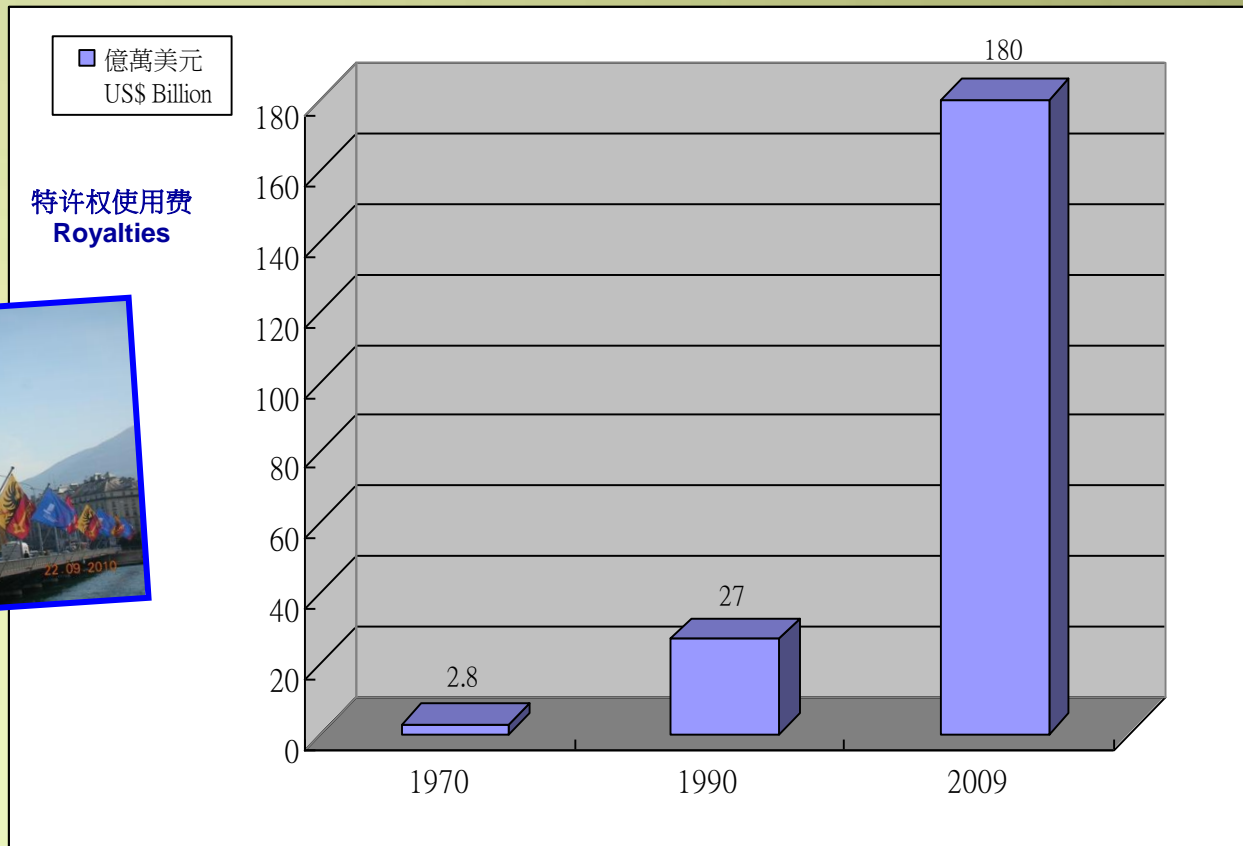
资料来源  
Source: Ned Davis Research



# I. 背景：数据 Context : Statistics



## 授知识产权溢利 License Intellectual Property for Profit



# I. 背景：数据

## Context : Statistics

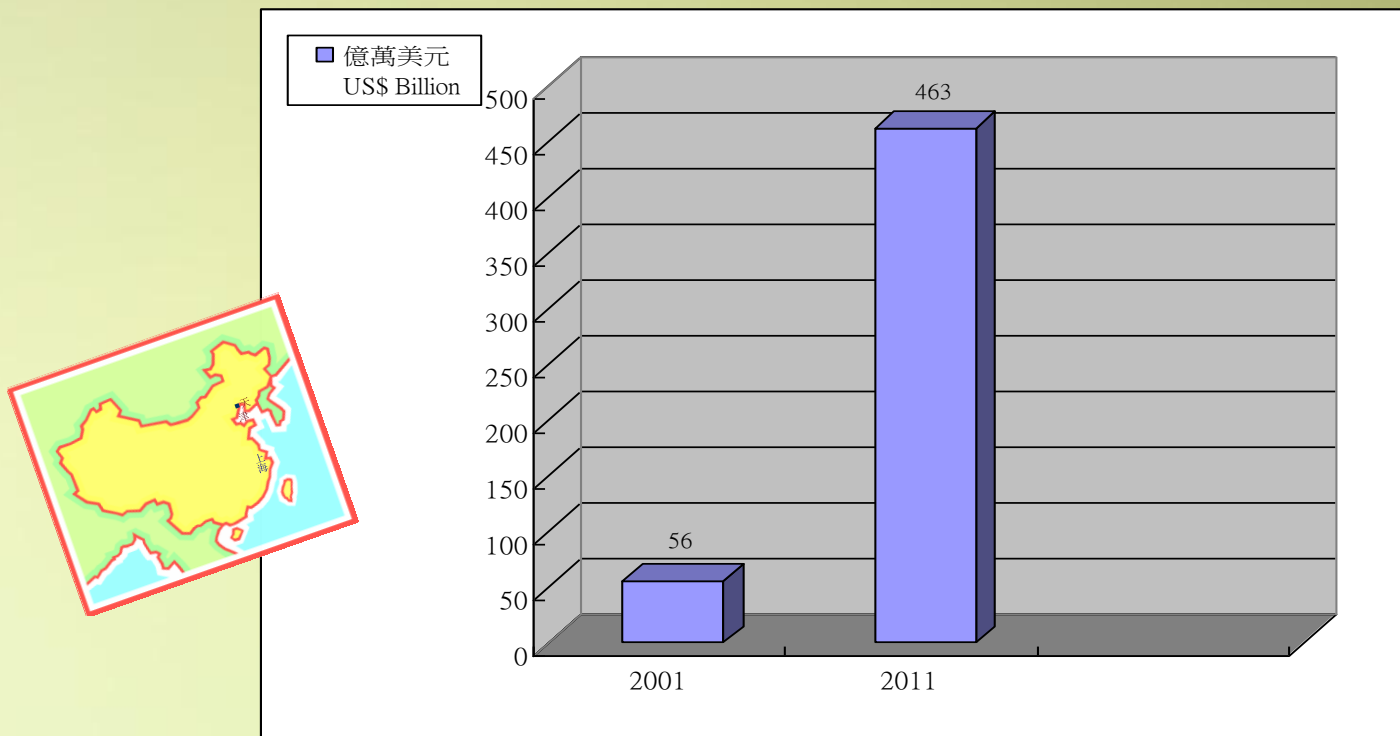


### 中国高新科技进口

### China's high-tech imports

平均增长率为23.5%

Average annual growth rate of 23.5%



资料来源：商务部，引自中国日报  
- 2013年4月11日第8页  
Source: Ministry of Commerce,  
quoted in China Daily - 11 April  
2013 Page 8



# I. 背景：例子

## Context : Examples



### 品牌企业的价值

### Value of Branded Enterprises

#### 2012世界十大最有价值品牌

#### Top 10 Best Global Brands 2012

	百万美元 US\$ Million
1. 可口可乐 Coca-Cola	77,839
2. 苹果 Apple	76,568
3. 国际商业机器 IBM	75,532
4. 谷歌 Google	69,726
5. 微软 Microsoft	57,853
6. 通用电气 GE	43,682
7. 麦当劳 McDonald's	40,062
8. 英特尔 Intel	39,385
9. 三星 Samsung	32,893
10. 丰田 Toyota	30,280

资料来源 Source : Interbrand / October, 2012

#### 2013全球最具价值品牌十强

#### Top 10 Most Valuable Global Brands 2013

	百万美元 US\$ Million
1. 苹果 Apple	185,071
2. 谷歌 Google	113,669
3. 国际商业机器 IBM	112,536
4. 麦当劳 McDonald's	90,256
5. 可口可乐 Coca-Cola	78,415
6. AT&T	75,507
7. 微软 Microsoft	69,814
8. 万宝路 Marlboro	69,383
9. Visa	56,060
10. 中移动 China Mobile	55,368

资料来源 Source : BrandZ / May, 2013

## II. 营商挑战 (1) Business Challenge (1)



如何令生意增长和增加竞争力？  
How to drive business growth and to enhance  
business competitiveness?



## II. 办法 (1a) Resolution (1a)



- 管理知识、创意／创新、知识产权  
Manage Knowledge, Creativity / Innovation & Intellectual Property

生意增长  
**Business Growth**

生意竞争力  
**Business  
Competitiveness**

## II. 办法 (1b) Resolution (1b)



### ■ 开发知识产权策略

## Develop Intellectual Property Business Strategy



## II. 营商挑战 (2) Business Challenge (2)



如何将创意/创新意念变为行动？

How to turn creative/innovative ideas into action?





## II. 办法 (2a) Resolution (2a)



- 企业气概  
Practise Entrepreneurship



不怕風險  
Embrace risk

做別人說你做不到的  
Do people say what  
you can't do



## II. 办法 (2b) Resolution (2b)



- 要梦想成真，令业务飞起！  
Live your dream and fly your business up!



## II. 营商挑战 (3) Business Challenge (3)



如何令产品及服务畅销？

How to enhance the production and distribution of goods and services?



## II. 办法 (3a) Resolution (3a)



- 进取市场推广策略  
Practise strategic marketing



## II. 办法 (3b) Resolution (3b)



- 进行五感交集市场推广  
Practise multi-sensory marketing

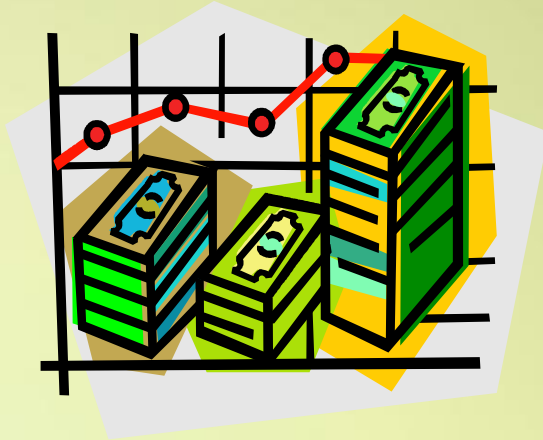




## II. 营商挑战 (4) Business Challenge (4)



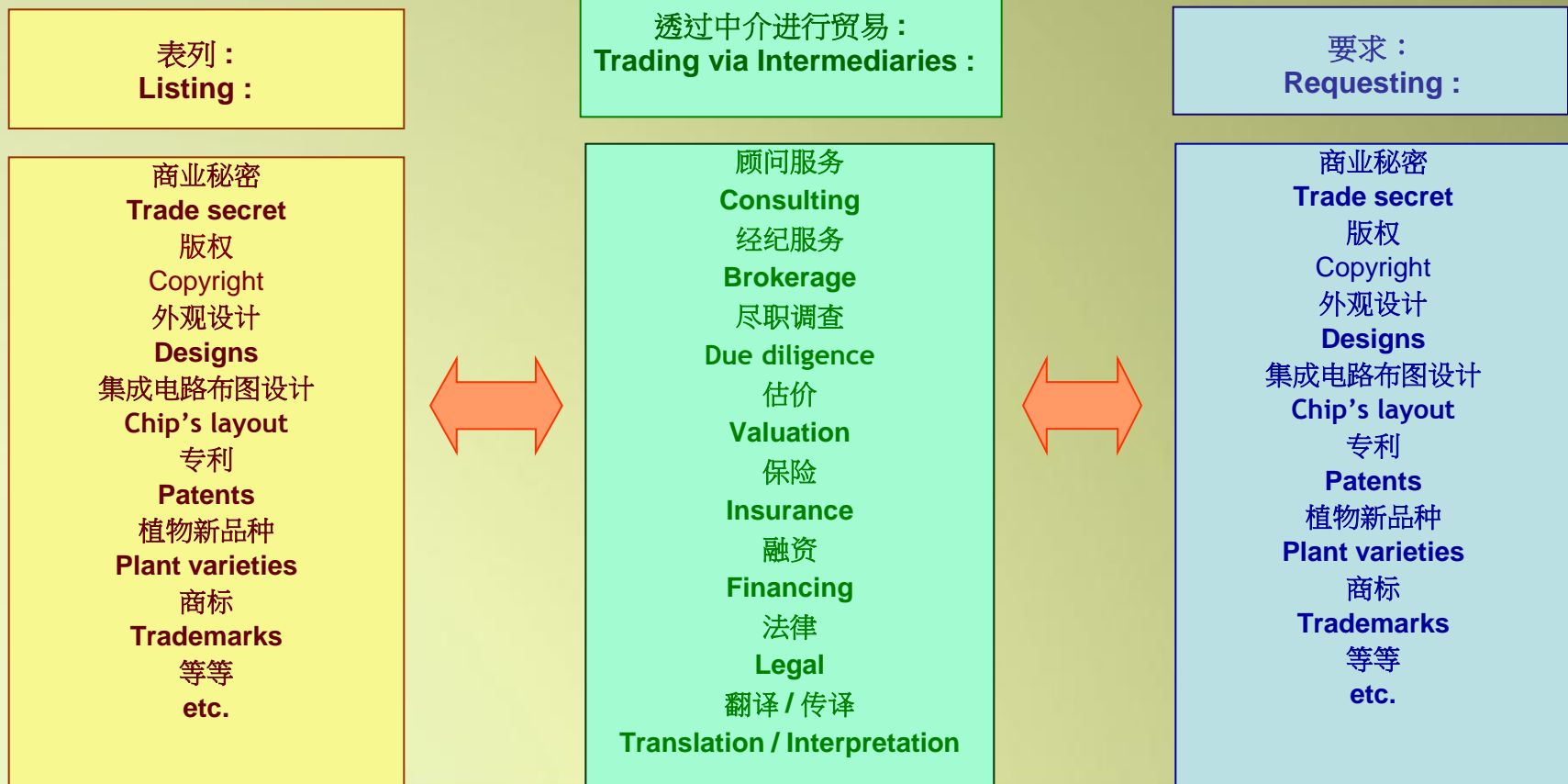
如何以低成本入市又有最高的回报？  
How to get low cost of entry and high rate of return?



## II. 办法 (4a) Resolution (4a)



### ■ 计划全球式知识产权交易 Structure globalized IP transactions





## II. 办法 (4b) Resolution (4b)



### ■ 以香港为本的知识产权贸易平台 Hong Kong based IP Trading Platforms

#### ■ IPEXC



■ [www.ipexc.com](http://www.ipexc.com)

#### ■ HKIPEX

香港联合知识产权交易所有限公司

■ [www.hkipex.com.hk](http://www.hkipex.com.hk)

#### ■ HKIPX

香港知识产权交易所  
Hong Kong Intellectual  
Property Exchange

■ [www.hkipx.com](http://www.hkipx.com)

#### ■ IPexchub

■ [www.ipexchub.com](http://www.ipexchub.com)

# III. 香港角色：借用独有优势 Hong Kong's Role : Leveraging Its Structural Capital



- 法治  
Rule of Law

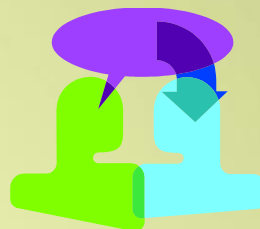


- 低税  
Low Tax



- ~~×~~ 外汇管制  
Foreign Exchange Control

- 双语  
Bilingual



- 中国出入口之窗  
Window of China



### III. 香港角色：提高認知 Hong Kong's Role : Raising Awareness



预先推介  
Soft Launch



2011年11月15日  
15 November 2011

### III. 香港角色：国际推广

## Hong Kong's Role : International Marketing



亚洲知识产权营商论坛 2011/2012

Business of Intellectual Property Asia Forum 2011/2012

2013亚洲知识产权营商论坛：2013年12月5-6日

Business of Intellectual Property Asia Forum 2013 : 5-6 December 2013





### III. 香港角色：政府支持 Hong Kong's Role : Government Support



#### 香港特区政府知识产权贸易工作小组 HKSAR Government IP Trading Working Group

- 策略  
Strategy
- 措施  
Measures



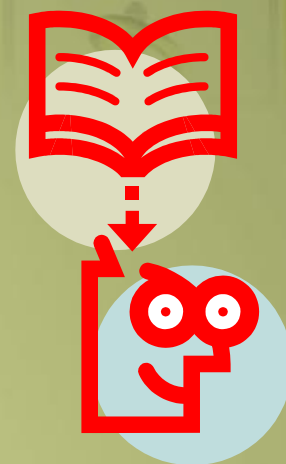
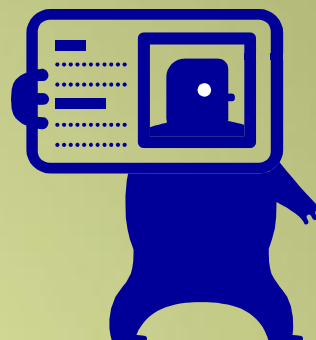
# IV. 展望将来：短线 Outlook : Short-term



- 报告成功故事  
Report Success Stories

概念證明  
Proof of Concept

全球感官品牌论坛2014,香港  
2014 Global Sensory  
Branding Forum in Hong Kong

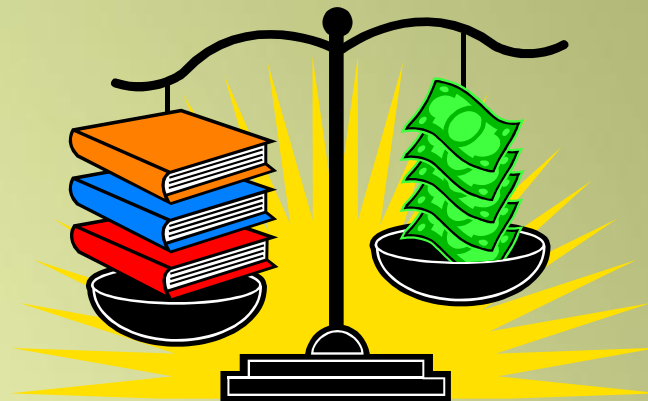




## IV. 展望未来：中线 Outlook : Medium-term



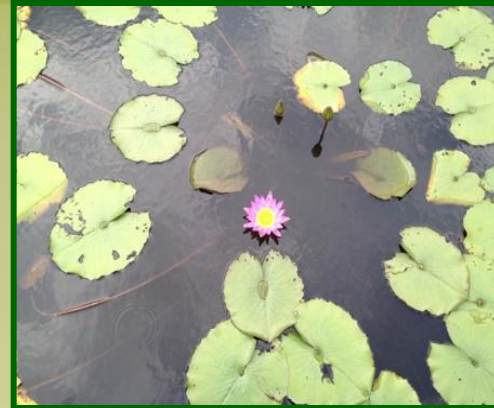
- 建立国际知识产权贸易有关的标准  
Establish international IP trading related standards



## IV. 展望将来：长线 Outlook : Long-term



- 知识产权生态环境  
IP Eco-system



- 香港飘香  
Fragrant Hong Kong



# V. 结语 Conclusion



与众不同的知识产权交易平台  
Intellectual property trading  
platforms that make a difference

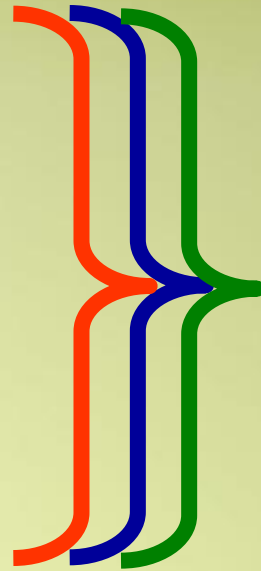
- 开放及包容  
Open and non-discriminatory
- 透明及公平  
Transparent and fair



# V. 结语 Conclusion



- 认定  
Identify
- 确认  
Recognize
- 增值  
Monetize



潮流  
Trend

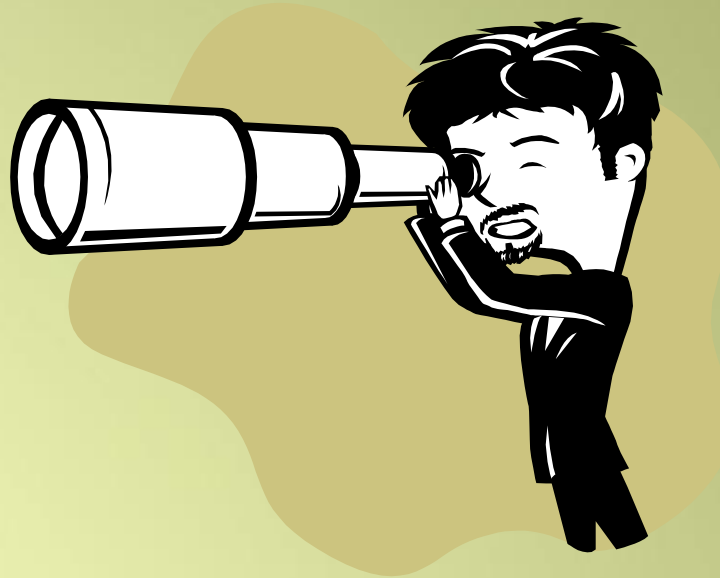


# V. 结语：计划要成功

## Conclusion : Plan to Succeed



- 现在就是将来  
The future is now





# V. 结语：成功程式 Conclusion : Success Formula



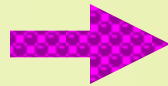
价值观  
Value



21世纪的主打  
21st century niche

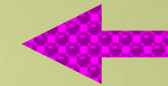
创造利益  
Value Creation

能力  
Capacity

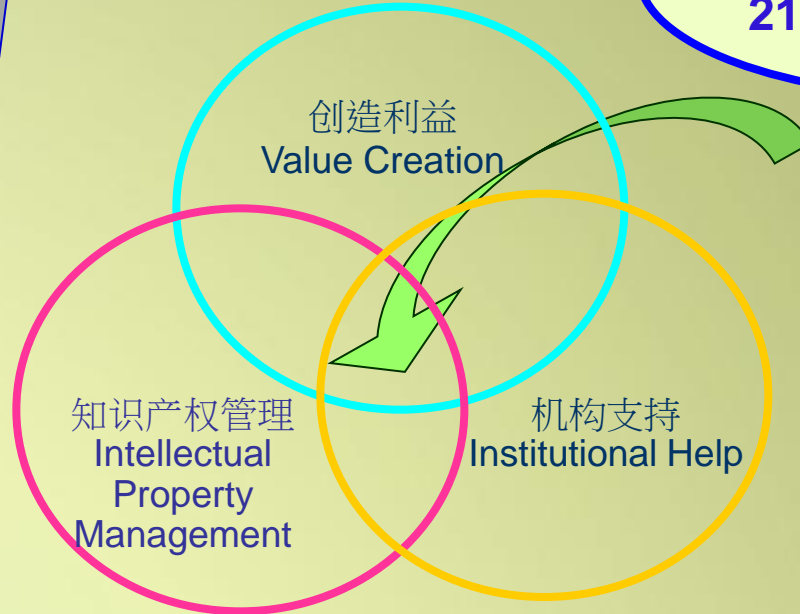


知识产权管理  
Intellectual  
Property  
Management

机构支持  
Institutional Help

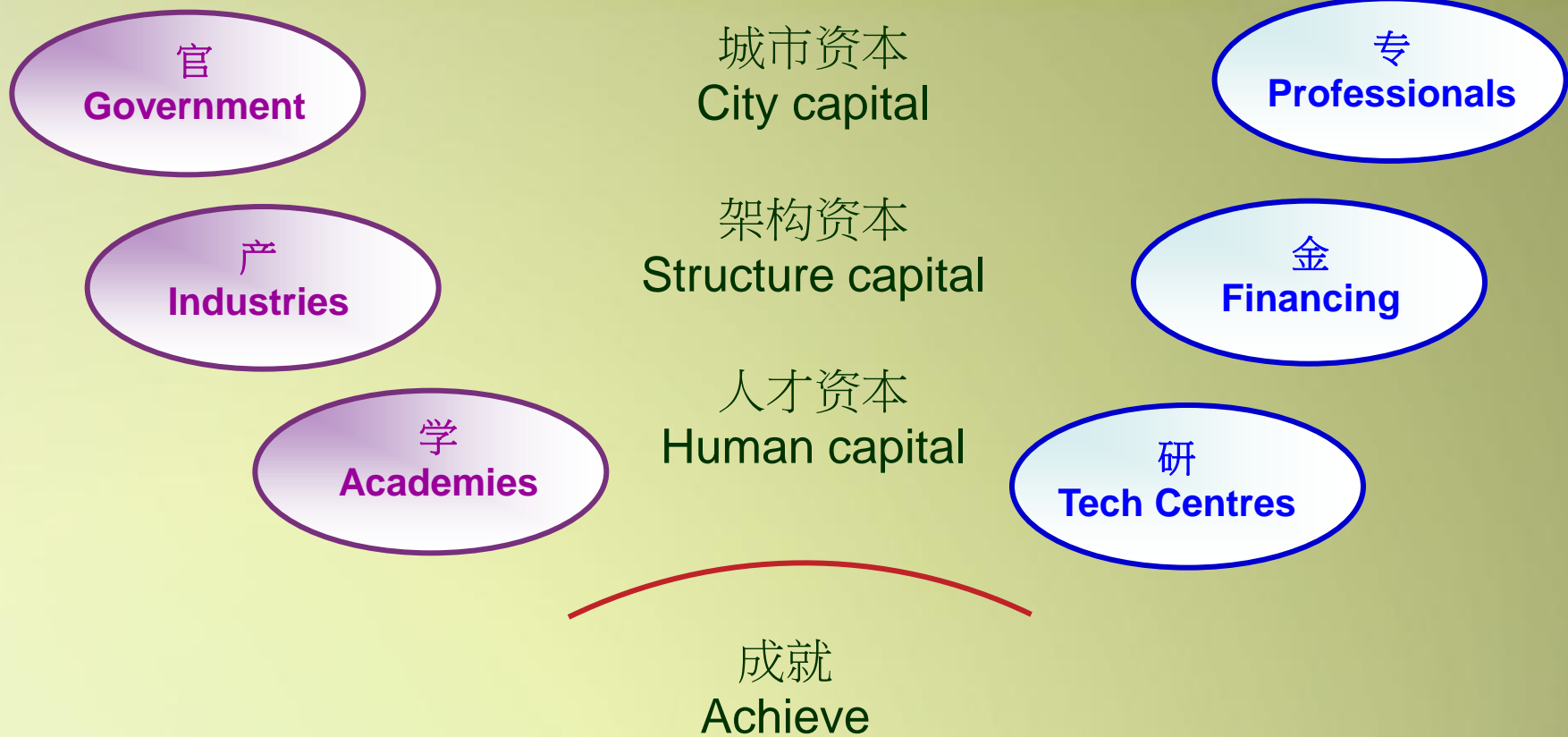


支持  
Support





# V. 结语：共同目标和角色 Conclusion : Common Goal & Role





“赚钱趋势”  
“Monetize the Trend”



以**终**为始!

Begin with the **End** in mind!

[www.ipd.gov.hk](http://www.ipd.gov.hk)