

**SHANGHAI INTERNATIONAL IP FORUM 2011**  
*The Optimized Growth of IP Marketplace*

**Tentative Program**

Date : November 22nd, 2011  
 Venue : International Hall, 3rd Floor, Shanghai International Convention Centre 2727 Riverside Avenue, Pudong, Shanghai China  
 Sponsors : State Intellectual Property Office of P. R. China  
 Shanghai Municipal People's Government, P. R. China  
 Organizer : Shanghai Intellectual Property Administration

Time	Content	Speakers
<b>Opening Ceremony</b>		
Moderator: Mr. LU Guoqiang, Secretary General of Shanghai Intellectual Property Joint Committee, Director General of Shanghai Intellectual Property Administration		
09:00-09:25	Opening Ceremony	Mr. HAN Zheng, Mayor of Shanghai Municipal People's Government, Or Ms. ZHAO Wen, Vice Mayor of Shanghai Municipal People's Government Senior Representative of World Intellectual Property Organization - <b>Name TBD</b> Ms. Alicja Adamczak, President of the Patent Office of the Republic of Poland Mr. TIAN Lipu, Commissioner of State Intellectual Property Office of P. R. China Development Policy & Environment for the IP Marketplace
<b>Session I</b>		
Moderator: Mr. YAN Xiaowei, Deputy Director of International Cooperation Department, State Intellectual Property Office of P. R. China Ms. Alicja Adamczak, President of the Patent Office of the Republic of Poland		
09:30-09:50	Speech	Senior Representative from World Intellectual Property Organization - <b>Name TBD</b>
09:50-10:10	Speech	Mr. Ma Weiye, Director of Patent Administration Department, State Intellectual Property Office of P. R. China
10:10-10:30	Speech	Mr. James Nurton, Managing editor of Managing Intellectual Property, UK
10:30-10:45	Tea Break	
10:45-11:05	Speech	Mr. LIM Eng Hann, Director (Programs & Operations), Intellectual Property Academy, Singapore
11:05-11:20	Speech	Mr. Choongjae Lee, Senior Deputy Director of Intellectual Property Promotion Division, Korea Intellectual Property Office
11:20-11:35	Speech	Panelists: Session moderators and speakers
11:35-12:05	Panel Discussion	
12:05-12:15	Q&A	
12:15-13:30	Luncheon	
<b>Session II</b>		
Moderator: Dr. Peter Ganea, Coordinator of the Master Program Modern East Asian Studies (MEAS), Frankfurt University, Germany		
13:30-13:50	Speech	Mr. Gerard J. Pannekoek, President & CEO of IPXI Holdings, LLC, US
13:50-14:10	Speech	Mr. GUO Shugui, President of China Technology Exchange
14:10-14:30	Speech	Mr. Jon Rortveit, CEO of Tynax, US
14:30-14:50	Speech	Mr. Paul C. B. Liu, Chairman of CornerStone Intellectual Property Foundation, Taiwan
14:50-15:20	Panel Discussion	Panelists: Session moderators, speakers and Mr. Rob Voorkamp, IP Scouting & Acquisition Manager, Philips Mr. Colin Hunsley, Commercialization Director of ClearViewIP, UK
15:20-15:30	Q & A	
15:30-15:50	Tea Break	
<b>Session III</b>		
Moderator: Prof Thomas Hoehn, Director of IP Research Centre of Imperial College Business School, London, UK Ms. Brigitte Böhm, President of German Patent Attorneys Association		
15:50-16:10	Speech	Mr. Saif Aziz, Director of Technology Alliance, IBM Greater China Group
16:10-16:30	Speech	Mr. Michael Lin, CEO of Intellectual Property Exchange, Singapore
16:30-16:50	Speech	Mr. Benjamin Qiu, Legal Counsel and Fund Manager of Innovation Works
16:50-17:10	Speech	Panelists: Session moderators, speakers and Mr. Anselm Kamperman Sanders, Director of Institute for Globalization and International Regulation, Maastricht University, the Netherlands
17:10-17:40	Panel Discussion	Mr. Matthew Murphy, Managing Director of MMLC Group in Beijing