



A business without IP protection is like driving without your seatbelt on. You're unnecessarily taking an easily avoidable risk.

Navin Agarwal



Business of Intellectual Property Asia Forum 2018

Once again, the Intellectual Property Business Asian Forum (BIP) was co-organized by the Hong Kong Special Administrative Region Government together with the Hong Kong Trade Development Council (TDC) and the Hong Kong Design Centre (HKDC). This year, the BIP Forum was held on 6-7 December 2018. It brought IP professionals and business leaders from around the world to discuss the latest developments in the IP world, and to explore business collaboration opportunities.

Suzzess and its predecessor company had participated in 5 out of the 8 forums, since 2011 – maintaining a high-profile booth to provide Free IP Consultation to visitors at the Forum and for meeting various business leaders and Intellectual Property owners from Hong Kong, the People's Republic of China and visitors from other countries.

This year, the theme of the Forum "IP and

Innovation in the New Socio-technological Landscape" attracted over 2,500 local and overseas visitors, which shows that Hong Kong is an important regional IP trading hub.

BIP ASIA 6 - 7 December 2018
Hong Kong Convention & Exhibition Centre
Business of **IP** Asia Forum
亞洲知識產權營商論壇

睿股有限公司
Suzzess Limited

Welcome to visit *our booth*
at **5F - D30**
for a **FREE** IP consultation
& *our special Christmas gift.*

The Chairman of the Review of the Patent System's Advisory Committee, who co-founded the BIP Forum delivered a speech and explained that "the development of the "Belt and Road" and the Greater Bay Area of Guangdong, Hong Kong and Macao depend on technological innovations, which involve many intellectual property industry issues. "Belt and Road" brings both new challenges and opportunities for parties of Greater Bay Area where "one country two systems" are applied".

During the 2 days, Suzcess provided consultations to over 60 visitors and developed multiple business specialist IP contacts from Myanmar, Europe, Philippines, Qatar, Mauritius, Indonesia and Thailand.



According to Managing Director Yosh Wong, "the annual participation allows Suzcess to reach out to global partners and associates in the Legal, IP and Consulting industries, not only to develop business synergy but also to understand the problems with investigations and enforcement in each country".

Suzcess IP Services

Our in-house team, partners and associates are well trained in Verification of Intellectual Property Rights, Monitoring and Enforcement.



Suzcess and its predecessor companies are experienced in setting up Intellectual Property Rights Programs and has conducted hundreds

of investigative inquiries including the following: -

- Anti-Counterfeiting Investigations;
- Brand Protection Management;
- Expert Witness for trademark owners;
- Grey Market and Parallel Import Investigations;
- Infringement of Trademark, Copyright and Patent Investigations;
- Intellectual Property Due Diligence Investigations;
- Intellectual Property Litigation Support;
- Market Surveys and Brand Competition Surveys;
- Monitoring of Online Marketplaces;
- Sample and Test Purchases;
- Trademark and Domain names acquisitions;
- Undercover and Pretext Investigations; and
- Vendor Information and Brand Reputation checks.



Suzzess is a “boutique” firm headquartered in Hong Kong, with the capability of offering high quality Intellectual Property investigations in Hong Kong, Macau and China and through our strategic partners, throughout the Asia Pacific region.

Feel free to contact us at info@suzzess.com for further information.
