

## Trade and Industrial Organisation Support Fund (TSF)

### Final Report on Approved Project

Grantee	:	<u>Hong Kong Young Industrialists Council Limited</u>
Implementation Agent(s) (if any)	:	<u>Asia Global Institute</u>
Project reference no.	:	<u>T22 002 006</u>
Project title	:	<u>IP commercialisation: A boost for Hong Kong re-industrialisation strategy</u>
Period covered in this report (whole project duration)	:	From <u>01/11/2022</u> to <u>30/09/2023</u> (dd/mm/yyyy) (dd/mm/yyyy)

## 1. Project Details

### Project summary (in about 150 words)

Hong Kong has the perfect recipe to be successful as a regional IP trading hub. To promote IP Commercialization in Hong Kong. We partnered with Professor Heiwai Tang, Director of Asia Global Institute of the University of Hong Kong, to produce a comprehensive research report delving into the topic.

### Project objectives (in about 50 words)

To outline the latest development of IP commercialization in Hong Kong's industrial sector and various challenges faced by the industry when commercializing their IP assets, in particular patents; to evaluate other regions' experience in promoting IP commercialization so as to suggest respective strategies that Hong Kong manufacturers, professionals engaged in IP-related business and policymakers could adopt; and to enhance the industry's awareness of the significance of IP commercialization to foster innovation and re-industrialization in Hong Kong.

### Collaborating Organisations (if any)

Hong Kong Science and Technology Parks Corporation

Hong Kong Trade Development Council

Hong Kong Professionals and Senior Executives Association

### Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: Mr. Geoffrey Edward Kao	President, Hong Kong Young Industrialists Council Limited
Deputy Project Coordinator	: Prof. Heiwai Tang	Director, Asia Global Institute

### Project duration

	<u>Commencement date</u> (dd/mm/yyyy)	<u>Completion date</u> (dd/mm/yyyy)	<u>Project duration</u> (no. of months)
As stated in the project agreement	01/11/2022	30/09/2023	11 months
Revised (if applicable)			

## 2. Summary of Project Results

### Governance

Please state the composition of the steering committee (or other committees) formed under the project.

Mr. Paul Tai, Ex-officio Advisor, HKYIC  
 Mr. Geoffrey Edward Kao, President, HKYIC  
 Mr. Eugene Chan, Executive Vice President, HKYIC  
 Mr. Wayne Yu, Executive Committee Member, HKYIC  
 Prof. Heiwai Tang, Director, AGI  
 Mr. Nicholas Hiu Fung Chan, Partner, Squire Patton Boggs  
 Mr. Jason Chiu, Chairman, Hong Kong Startup Council  
 Mr. Charleston Sin, Executive Director, MIT Hong Kong Innovation Node

### Project deliverables

Please list out the project deliverables carried out during the project duration in accordance with the approved project proposal and provide details on the actual result achieved for each deliverable.

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
<b>1.Desktop research</b>			
The research covers the following: 1.Review of the current status of IP commercialization in Hong Kong's industrial sector; 2.Analysis of the bottlenecks of promoting IP commercialization in Hong Kong; 3. Evaluation of the current status of IP commercialization in regions with successful IP commercialization experience (eg: Shanghai, Shenzhen, Singapore, US, etc.)	1 time	1 time	
<b>2. Consultation with stakeholders</b>			
Period: November 2022 – June 2023 Time: app. 3 hours each stakeholder Method: face-face, zoom Other details: Stakeholders include: - Industrial companies as they have first-hand experience of commercialising IP assets for industrial development; - Professional services as they have practical and professional knowledge (eg. legal) about IP commercialisation; and - R&D community as they are owners and users of IP	21 stakeholders	21 stakeholders	
<b>3.Research Report</b>			
Publishing date: Aug 2023	E-version	E-version:	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
<p>Topics covered: IP commercialisation: A boost for Hong Kong re-industrialisation strategy No. of pages: 160 Distribution channels: E-version, by- post delivery Soft copy available at: [https://hkyic.org/report/] Other details:</p>	Target no. of printed copies: 300	[https://hkyic.org/report/] Actual no. of printed copies: 300	
<b>4. Kick-off seminar</b>			
<p>Date: 10 March 2023 Time: 2:00-5:00pm (3 hours) Venue: Inno Theatre(T1) of Hong Kong Productivity Council Topics covered: Introduction of Project and Presentation of desktop research Speakers: Prof. Heiwai Tang, Director, AGI 曾志深先生,知識產權署副署長 Other details: 3 Panel discussions – (一)：善用知識產權保障 助力香港再工業化; (二)：創科專利創造新價值; (三)：剖析香港優勢 助建知識產權商品化</p>	1 time Target no. of participants: 100 (50 onsite and 50 offsite)	1 time Actual no. of participants: 50 onsite and 68 offsite	
<b>5.Dissertation seminar</b>			
<p>Date: 4 July 2023 Time: 1:00-4:00pm (3 hours) Venue: SME One Foyer of Hong Kong Productivity Council Topics covered: Research findings of Report Speakers: Prof. Heiwai Tang, Director, AGI 陳百里博士, 商務及經濟發展局副局長 Other details: 2 Panel discussions – (一)：引領知識產權轉移轉化 提振新型工業經濟活力; (二): 香港專業優勢開拓專利融資新出路</p>	Target no. of participants: 100 (50 onsite and 50 offsite)	Actual no. of participants: 50 onsite and 68 offsite	
<b>6. Website / webpages</b>			
<p>Launching date: November 2022 Web address: https://hkyic.org/ip-commercialisation-introduction/ Other details:</p>	Target no. of website / webpages: 1 set	Actual no. of website / webpages: 1 set	
<b>7. Promotional activities</b>			
eDM by HKYIC (email promotion,	3 versions	3 versions	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
including design and release) 3 versions : <ul style="list-style-type: none"> <li>• Kick-off seminar and stakeholder consultations</li> <li>• Dissertation seminar</li> </ul> Promote the research report			
Advertorials on newspaper 2 versions (half-page each) : <ul style="list-style-type: none"> <li>• Kick-off seminar (Hong Kong Economic Journal, 23 March 2023)</li> <li>• Research report release and dissertation seminar</li> </ul>	2 versions	2 versions	
Media promotion package 2 times for : <ul style="list-style-type: none"> <li>• Kick-off seminar</li> <li>• Research report release and dissertation seminar</li> </ul> <u>Details of the package</u> Content of the package includes press release and news pitching; arrangement of advertorial on newspaper (half page); media interview arrangement; news monitoring; key message development; follow up on media enquiries and line-to-take development, etc.	2 times	2 times	



## Key implementation stages

Please indicate in the status below if the deliverable is completed according to schedule (C), completed but delayed (D) or not achieved (N). If it is delayed or not achieved, please indicate the actual completion date (if applicable) and provide the reasons.

<u>Project deliverable</u> (all deliverables as set out in the approved project proposal)	Original target completion date <sup>1</sup>	Actual completion date (if applicable)	<u>Status</u> (C/D/N)	Reasons for not meeting the original target completion date
(a) • To form a steering committee • Conduct desktop research • Create project webpages • Hire an agency for the media promotion package • Design and publish 1 eDM to promote kick-off seminar and recruit stakeholders for consultations	30/11/2022		C	
(b) • Promote kick-off seminar via an advertorial on newspaper and media promotion package • Conduct kick-off seminar • Stage 1 consultation with 21 stakeholders • Prepare the research report	31/03/2023		C	
(c) • Stage 2 consultation with 21 stakeholders	30/04/2023		C	
(d) • Fine-tune and finalize the research report • Arrange the translation and printing of the research report	31/05/2023		C	
(e) • Design and publish 2 eDMs to promote research report and dissertation seminar • Promote research report and dissertation seminar via an advertorial on newspaper and media promotion package • Conduct dissertation seminar	30/09/2023		C	

Note:

(i)

(ii)

<sup>1</sup> As stated in the approved project proposal.