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BIP ASIA
 Business of IP Asia Forum
 亞洲知識產權營商論壇

Era of IP Convergence: Maximising Benefits of Cross-media Collaboration

 14:30-16:00, December 6, 2018
 Hong Kong Convention and Exhibition Centre

By invitation only

In recent years, IP has become a hot topic. Mobile games, film and other industries have been aware of the strong power of IP in attracting funds. In the process of IP adaptation, the mobile game industry has gathered more and more attention. In 2017, total revenue from IP-based mobile games on the Chinese mainland surpassed 70 billion yuan. Many mobile games adapted from animations and films are now favored by players. Similarly, derivatives with game elements have also become very popular.

How could IP that with many fans could transform into gaming elements? How high-quality gaming IP could open up the business industry chain to nurture animation, literature and film industries? This seminar will focus on the extensibility of IP content, and explore ways of running long-term IP businesses and maximising IP value in cross-media cooperation.

Panelists



Mr. Leon DING
 Executive President
 Fantawild Holdings Inc.
 President
 Fantawild Animation Inc.



Mr. Leon GAO
 President and Founder
 EntGroup



Mr. Leo HUANG
 General Manager
 Creative Power Entertaining Co., Ltd
 Creator of *Pleasant Goat and Big Big Wolf & Happy Heroes*



Mr. Hendrick SIN
 Co-Founder and Vice Chairman
 CMGE Technology Group Limited



Mr. XIE Guangcai
 Executive Vice President
 ChineseAll Digital Publishing Group Co., Ltd.



Ms. Sophia XIE
 Chief Executive Officer and Director
 Shanda Games Limited



Mr. XU Han
 Creator of 'Ali the Fox'
 Founder, Board Chairman and CEO
 Dream Castle

Forum Chairman

Mr. ZHOU Li
 Editorial Board Member, China Daily Group
 Publisher & Editor-in-Chief, China Daily Asia Pacific

Moderator

Ms. LI Yao
 News Editor
 China Daily Hong Kong

China Daily Asia Leadership Roundtable

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