



“IP is one of the engines driving Asia’s remarkable economic growth and development in recent years and is expected to continue in the future.”

Margaret Fong, HKTDC Executive Director.



Business of Intellectual Property Asia Forum 2017

The Seventh Business of Intellectual Property Forum 2017 is jointly organised by the Hong Kong Trade and Development Council and the Government of the Hong Kong Special Administrative Region.

Suzzess participated in the two-day event on December 7th and 8th at the Hong Kong Convention and Exhibition Centre, which this year was entitled “IP & Innovation: Propelling Change, Growth and Connectivity”.

Suzzess maintained 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.

According to the organizers, the forum featured more than 80 speakers and attracted over 2,500 participants, from the intellectual property industry, legal firms and others.

Managing Director Yosh Wong report many new business contacts were developed during the event by means of meeting with visitors to the booth, as well as through the interaction with 90 of Suzzess’ fellow exhibitors.



“The Forum has enabled Suzzess to promote itself as an active player in the local and international business arena.”

The exhibitors were from various all corners of the world, including Asian countries such as Indonesia, Philippines, Taiwan but also Russia, Australia and India.

A common area of interest of the attendees was finding information on IP registration and protection, focusing on the Chinese market. Indeed, a great deal of conversation regarding the investigative aspects took place in the Suzzess booth, as visitors learned about the many ways Suzzess could assist, not only obtaining evidence on infringement but also taking prevention measures.



Suzzess IP Services

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

Suzzess 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 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.
