



**CHEVENING**  
— UK GOVERNMENT SCHOLARSHIPS —



British Embassy  
Beijing



## 第十屆中英知識產權沙龍邀請函

### 創新：提升企業戰略優勢

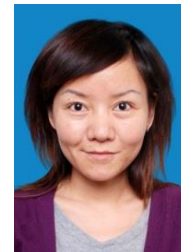
**時間：** 2015年3月16日星期一 18:00-20:30  
**地點：** 清華科技園清華科技大廈B座B1層 ([地圖](#))  
**參會人：** 清華大學 x-lab 師生，企業家，志奮領獎學金畢業生，知識產權學者、律師、企業法律顧問等  
**語言：** 中英文（同聲傳譯）  
**日程：**  
 18:00-18:30 社交及自助餐  
 18:30-18:35 清華大學創新、創業與戰略系 Steve White 教授致開幕辭  
 18:35-19:50 現場討論及問答  
 19:50-20:00 英國知識產權局首席經濟學家 Philippa Hall 女士致閉幕辭



**主講人：**  
**張杰**  
英國電信  
中國研發中心總監



**主講人：**  
**王秋虎**  
開物資本  
合夥人



**主講人：**  
**劉靜**  
百度  
資深專利顧問



**嘉賓：**  
**Steve White**  
清華大學  
創新、創業與戰略  
系教授



**嘉賓：**  
**Phillippa Hall**  
英國知識產權局  
首席經濟學家



**主持人：**  
**杜濤**  
英國駐華大使館  
高級知識產權  
聯絡官

中國的創新環境極具活力及競爭性。無論是大型企業還是創業公司都在不斷產生激動人心的點子。越來越多高校背景的技术剥离公司正在成长为大型跨国企业。本次知识产权沙龙将以嘉宾演讲、小组讨论及现场即兴问答等方式，对以下问题展开开放性讨论：

- 在商业环境瞬息万变的情况下，创新型企业成功的关键是什么？
- 如何创造并保护您的战略优势？
- 如何平衡短期收益和长期战略？
- 国内外的高增长市场都有哪些值得借鉴的经验？
- 在塑造商业模式、获取投资基金以及评估知识产权价值等方面都有哪些您不可不知的重要提示？

本次活动由英国驻华大使馆和清华大学 x-lab 联合举办，期待您的参与！（该活动不收费，需提前报名。）

**报名请联系：** 石慧女士，电子邮件：[Shi.Hui@fco.gov.uk](mailto:Shi.Hui@fco.gov.uk)



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## Invitation to the 10<sup>th</sup> UK-China Intellectual Property Salon

### Innovative Entrepreneurs: Enhance Your Strategic Advantage

**Date & Time:** 18:00-20:00, Monday March 16, 2015  
**Venue:** Tsinghua X-Lab, B1 floor, Science Park Tower B, Tsinghua University Science Park ([Map](#))  
**Participants:** Professors & students from Tsinghua University, entrepreneurs, Chevening scholarship alumni, IP scholars, lawyers and other invited guests  
**Language:** Chinese & English (with simultaneous interpretation)  
**Schedule:**  
 18:00-18:30 Welcome & networking buffet dinner  
 18:30-18:35 Opening remarks by Professor Steven White, Department of Innovation, Entrepreneurship and Strategy, Tsinghua University  
 18:35-19:50 Panel discussion and Q&A  
 19:50-20:00 Summary by Phillippa Hall, Chief Economist, UK Intellectual Property Office



**Panellist:**  
**Zhang Jie**  
 Head of China Research Centre BT



**Panellist:**  
**Jeff Wang**  
 Venture capitalist Partner, Kaiwu Capital



**Panellist:**  
**Liu Jing**  
 Senior IP Counsel Baidu



**Speaker:**  
**Steven White**  
 Department of Innovation, Entrepreneurship and Strategy, Tsinghua University



**Speaker:**  
**Phillippa Hall**  
 Chief Economist, UK Intellectual Property Office



**Moderator:**  
**Tom Duke**  
 IP Attaché, British Embassy Beijing

The innovation landscape in China is dynamic and highly competitive. Large and small companies are creating exciting ideas. Technology spin-out companies are emerging from Chinese universities into serious global competitors. Join us at the 10<sup>th</sup> UK-China IP Salon for an evening of open discussion with leading Chinese and international experts and hear their views on:

- What are the key factors of success for innovative entrepreneurs in a fast-paced business environment?
- How to create and protect strategic advantage?
- How to balance short-term considerations (such as capturing market share, flexibility, speed of revenue growth) and longer-term factors (e.g., establishing a brand and a strong industry foothold).
- Experiences in domestic and international high-growth markets
- Top tips on shaping business models, securing funding, the value of intellectual property and more!

The event is jointly hosted by the British Embassy Beijing and Tsinghua University X-lab, a cross-disciplinary innovation platform. (This event is free of charge. Advance registration is required.)

**RSVP:** Ms. Shi Hui, Email: [Shi.Hui@fco.gov.uk](mailto:Shi.Hui@fco.gov.uk)