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# 2025週年管理研討會

2025 Annual Management Conference

## 區域協作新常態 IP激活企業新增量

Regional Collaboration under the New Normal:  
IP Activates New Business Growth for Enterprises

時間及日期 Date & Time

29/08/2025 (星期五 Friday)

14:30-17:30

地點 Venue

澳門旅遊塔會展娛樂中心三樓囍宴廳

Level 3 - Banquet Hall, Macau Tower Convention  
& Entertainment Centre





## 歡迎辭 | Welcome Message



崔世昌先生  
澳門管理專業協會會長

**Mr. Chui Sai Cheong**  
President of Macau Management Association

知識產權（Intellectual Property，簡稱“IP”）授權被譽為“21世紀最有前途的商業經營模式之一”，是指對文藝作品進行改編或開發的權利，即授權者可把自己擁有及代理的版權作品，以合同的形式授予被授權者進行衍生創作及開發。

近年IP經濟蓬勃發展，眾多超人氣角色在全球掀起熱潮，深刻影響消費市場與經濟格局。澳門特區政府致力以創新方式推動經濟適度多元發展，在此過程中若能善用IP，將有助優化社區營商環境並帶動經濟模式轉型。

產業融合是全球經濟發展的大趨勢，且產業的發展形式彼此相互滲透、相互融合，相互協同，逐步建立“共生”的關係。隨著文旅、會展、商貿等融合發展不斷加快，特區政府亦抓緊機會與地區商會合辦社區活動、與潮玩品牌合辦大型文旅項目等，透過國際知名IP，為社區增添引客元素，活化社區的同時，帶動人流入社區聯動消費，帶動區內經濟發展。

為此，今年的研討會以“區域協作新常態：IP激活企業新增量”為主題，並十分榮幸地邀請到相關專家學者以及行業精英作為主講嘉賓，從不同視角分享其真知灼見，共同探討如何透過IP的管理與運用，為澳門旅遊和中小企業注入動力。

Intellectual Property (IP) licensing is considered to be “one of the most valuable assets of business models in the 21<sup>st</sup> Century”, which refers to the rights granted to adapt or develop creative works, where the licensor authorizes the licensee the rights to create derivative works and conduct further development based on the copyrighted material they own or represent.

In recent years, the IP economy has flourished with numerous greatly-hit characters which have taken the world by storm and profoundly impacting consumer markets and economic landscapes. The Macao SAR Government is committed to promoting economic diversification in innovative ways. Leveraging IP effectively in this process could help optimize the local business environment and drive the transformation of economic models.

Industrial integration is a major trend in global economic development, where industries increasingly interpenetrate, merge, and collaborate, gradually establishing a “symbiotic” relationship. As the development of the integration of culture, tourism, conventions and exhibitions, and commerce has progressively become a new engine for Macao's economic diversification, the SAR Government has seized opportunities to co-organize community events with local chambers of commerce and collaborate with artistic toy brands launching mega cultural tourism projects, etc. By incorporating world famous IPs, these initiatives add attractive elements to communities, revitalize neighborhoods, and to promote synergistic development and stimulate linked consumption, thereby facilitate the free flow of people and boosting local economic development.

For this reason, this year's conference is themed “Regional Collaboration under the New Normal: IP Activates New Business Growth for Enterprises”. We are honored to have invited renowned experts, scholars, and industry leaders as keynote speakers to share their insights from diverse perspectives. We will explore how the management and application of IP could inject momentum into Macao's tourism sector and small and medium-sized enterprises.



## 簡介 | Introduction

在區域協作成為經濟發展新常態的當下，知識產權（Intellectual Property，簡稱“IP”）正逐漸成為啟動企業新增量和推動產業升級的關鍵要素。IP具有強大的品牌識別度和文化價值，能讓企業在同質化競爭中脫穎而出。隨著市場競爭的加劇與消費者需求的升級，IP不僅在商業層面取得巨大成功，同時獨特的IP形象與文化能為企業發展注入新活力，實現品牌價值的躍升。

近年，澳門特區政府致力推動經濟適度多元發展，並把社區經濟發展視為實現經濟長遠可持續發展的重要支點。以旅遊局與潮玩品牌合辦的大型文旅項目為例，通過設置具有本土文化特色的IP大型打卡裝置，成功吸引海內外旅客到訪澳門，帶動人流入社區、聯動消費，打造“文旅+潮流+商業”的完整產業鏈，進一步提升社區的消費熱度。

今年研討會的主題為“區域協作新常態：IP激活企業新增量”，我們非常榮幸邀請到相關專家學者擔任講者嘉賓，聚首一堂，共同探討及分享如何通過授權經營、產品設計與銷售等不同形式，激活地區經濟。藉此研討會的契機，期望能為本澳企業的市場拓展及發展方向帶來啟發，提升市場競爭優勢，宣傳澳門文化特色、增強文化軟實力、推動文創與跨行業結合，為本地經濟注入更多元的發展動能，助力拓展客源，實現旅遊經濟的韌性增長。

In the current era where regional collaboration has become a new normal for economic development, Intellectual Property (IP) is increasingly emerging as a key driver for unlocking new business growth and advancing industrial upgrade. With its strong brand recognition and cultural value, IP enables enterprises to stand out in homogenized markets. As market competition intensifies and consumer demands evolve, IP has not only achieved remarkable commercial success but also injects businesses with fresh vitality through unique IP identities and cultural appeal, leading to significant leaps in brand value.

In recent years, the Macao SAR Government has been committed to promoting development for adequate economic diversification, with community-based economic growth serving as a pivotal lever for long-term sustainability. Taking the mega cultural tourism project co-organized by the Macao Government Tourism Office and the artistic toy brand as an example, by installing eye-catching IP-themed installations with local cultural characteristics, the spectacular presences in local communities is set to fascinate trendy toy characters' fans from worldwide and expand visitations to Macao and stimulating linked consumption. This has fostered a complete industrial chain integrating “Cultural tourism + Trendy + Commercial” and further boosting community consumption vibrancy.

This year the Conference is themed “Regional Collaboration under the New Normal: IP Activates New Business Growth for Enterprises”. We are honored to have invited renowned experts and scholars to be our keynote speakers and to explore and share how to invigorate regional economies through diverse approaches such as licensing operations, product design and sales strategies. Taking this opportunity, we hope to inspire local enterprises in market expansion and strategic development, enhance competitive advantages, promote Macao's cultural uniqueness, strengthen soft power and foster cross-industry integration with creative industries. By injecting diversified momentum into the local economy, we aspire to expand visitor sources and achieve resilient growth in tourism-driven economic development.





## 講者 | Speakers



**李偉生 博士**

香港專利授權及特許經營  
協會會長

多萊寶授權(國際)有限公司  
首席執行官

**Dr. Wilson Lee**

President of Licensing &  
Franchising Association of  
Hong Kong  
CEO of Bubble Mon Licensing  
(International) Co., Ltd.

### 演講主題 | 解碼爆款IP授權到衍生商品變現巨大商機

Topic

### Decoding the Huge Business Opportunities of Popular IP Licensing to Derivative Products

李偉生博士為香港多萊寶授權(國際)有限公司首席執行官；也是香港專利授權及特許經營協會會長。李先生擁有香港嶺南大學本科榮譽學位、碩士經濟學位及北京大學訊息管理博士學位。李博士擁有20多年品牌IP授權及特許經營商業運作經驗，並專注於知識產權、版權交易、IP授權等領域，其中動漫IP卡通人物授權、影視娛樂內容授權、藝術授權等更有無數出色成功案例。

從2000年開始，李博士於大中華地區先後引進、購買、發行或授權多部著名動漫影視作品，合共超過100多部，其中代表作有好萊塢夢工廠史力加(I)、史力加(II)、索尼製片Bewitched(家有嬌妻)，MISSION IMPOSSIBLE II(不可能的任務II)、Tiger Aspect Production-Mr. Bean (蠶豆先生電影及卡通片)，CBS Viacom Mighty Mouse (大力鼠)等等巨著。李先生更成功從內地輸出多部動漫影視作品及IP授權，包括上海美術製片廠阿凡提及大草原上小老鼠、中央電視台CCTV央視動漫美猴王卡通片等等。

Dr. Wilson Lee is the CEO of Bubble Mon Licensing (International) Co., Ltd. and the Chairman of Licensing and Franchising Association of Hong Kong. He has Bachelor of Social Sciences (Hons), Master of Philosophy in Economics from Lingnan University and Doctor of Philosophy in Information Management from Peking University. Dr. Lee has more than 20 years of experience in brand IP licensing and franchise business operations, and focuses on intellectual property, copyright transactions, IP licensing. Among them, there are countless outstanding success cases in animation IP cartoon character licensing, film and television entertainment content licensing, and art licensing.

Since Year 2000, Wilson has acquired & purchased, distributed or authorized many famous animation and film and television works in Greater China, totaling more than 100 series. Representative works include Hollywood DreamWorks Shrek (I), Shrek (II), Sony's Bewitched, Mission Impossible II, Tiger Aspect Production-Mr. Bean, CBS Viacom; Mighty Mouse, etc. Dr. Wilson Lee has also successfully exported many animation film and television works and IP licenses from China, including Shanghai Art Studio's Afanti and Little Mouse on the Prairie, CCTV animation Monkey King cartoons, etc.



**黃紀石 先生**

盤磯廣告策劃有限公司總經理  
兼創意總監、水桶王IP創辦人

**Mr. Case Wong**

Casestation General  
Manager & Creative  
Director BucketKing Founder

### 演講主題 | 澳門中小微企業IP生態的協同發展模式探討

Topic

### Discussion on the Harmonious Development Model of IP Ecosystem of Macao's Small and Medium Enterprises

黃紀石是澳門廣告創意人、動漫IP設計師，盤磯廣告策劃有限公司創辦人兼設計總監。2015年創立原創IP BucketKing水桶王，並持續開發多種形象版本，活躍於澳門及內地設計展會。2019年成功授權海南三亞酒店開設「水桶王親子主題餐廳」，推動IP商業化發展。參與玩具進入美術館等項目，其作品融合本土文化與動漫美學，致力打造具國際潛力的原創品牌。

Mr. Case Wong is a Macao-based advertising creative and anime IP designer, founder and design director of Pankei Advertising Planning Co., Ltd. In 2015, he created the original IP "BucketKing" and has since developed multiple versions of the character, actively participating in design exhibitions in Macao and Mainland China. In 2019, he successfully licensed the establishment of the "BucketKing Family Theme Restaurant" at a hotel in Sanya, Hainan, promoting the commercialization of the IP. He has been involved in projects such as "Toys Entering Art Museums" and his works blend local culture with anime aesthetics, striving to build an original brand with international potential.



**劉華智 先生**

CHIII Design 創辦人 /  
創意總監 (澳門、東京)

**Mr. Mann Lao**

CHIII Design Founder /  
Creative Director  
(Macao, Tokyo)

### 演講主題 | 跨地域IP打造與設計規劃

Topic

### Cross-regional IP Development and Design Management

CHIII Design於2013年在澳門創立，Mann Lao致力以創意設計思維推動商業及社會設計的發展，並擅長將商業化的思考模式融入設計之中，曾多次受邀在美國、日本、台灣、香港、澳門及中國擔任各大設計比賽的評審，同時積極推廣商業設計教育。自成立以來，CHIII Design的作品已遍佈全球，覆蓋超過10個國家及40多個城市，旨在通過商業設計將作品推向美國、加拿大、英國、瑞士、德國、葡萄牙、日本、菲律賓等海外市場。

CHIII Design以卓越的設計品質及服務享譽國際，並於2023年在東京成立分部，進一步為全球更多品牌提供專業的商業設計服務，成為跨地域設計專業範疇的華人先驅。同年，Mann Lao更獲澳門特別行政區政府委任為澳門理工大學校董會成員；秉承「設計源於生活，並服務於社會」的理念，積極推動兩岸四地及海外的創意文化藝術與商業界的接軌，並致力於推動設計教育發展，為社會培育更多創意人才。

CHIII Design was established in Macao in 2013, with Mann Lao committed to advancing both commercial and social design through creative thinking. Actively involved in the global design community, he has served as a jury member and curator for numerous international design awards. Mann remains dedicated to promoting Macao's design excellence across cities in the United States, United Kingdom, Japan, Taiwan, China, and beyond. Over the past decade, CHIII Design has delivered meaningful design works across more than 10 countries and over 40 cities, aiming to bring its distinctive design approach to international markets including the United States, Canada, the United Kingdom, Switzerland, Germany, Portugal, Japan, and the Philippines.

In 2023, CHIII Design expanded its global presence with established a Tokyo branch—marking a pioneering move among Chinese professionals in the cross-regional design industry. This milestone further strengthens the studio's ability to provide exceptional design services to clients worldwide. In the same year, Mann Lao was appointed by the Chief Executive of Macao as an external member of the Council of Macao Polytechnic University. Guided by the belief that "Design is rooted in everyday life and exists to serve society", he continues to connect culture and creative arts with the business community across regions, committed to advancing design education and nurturing creative talent remains innovation and positive impact in society.



## 程序表 | Rundown

時間 Time	事項 Items
14:00 - 14:30	入場登記 Registration
14:30 - 14:33	致歡迎辭 Welcome Remarks
14:34 - 14:42	致送紀念品及大合照 Souvenirs Presentation and Group Photo
14:43 - 15:33	<b>李偉生 博士</b> 香港專利授權及特許經營協會會長 多萊寶授權(國際)有限公司首席執行官 <b>Dr. Wilson Lee</b> President of Licensing & Franchising Association of Hong Kong CEO of Bubble Mon Licensing (International) Co., Ltd.
15:34 - 15:48	小休 Refreshment Break
15:49 - 16:39	<b>黃紀石 先生</b> 盤磯廣告策劃有限公司總經理兼創意總監、水桶王IP 創辦人 <b>Mr. Case Wong</b> Casestation General Manager & Creative Director BucketKing Founder
16:40 - 17:30	<b>劉華智 先生</b> CHILL Design 創辦人 / 創意總監 (澳門、東京) <b>Mr. Mann Lao</b> Founder / Creative Director (Macao、Tokyo)
17:30	研討會結束 End of Conference

\* 於線上同步直播 Live Streaming Online



## 報名費 | Registration Fee

澳門管理專業協會會員 MMA Member **MOP 100**

非會員 Non-Member **MOP 150**

MMA 網站  
MMA Website



網上報名  
Online Registration



如欲查詢，請致電8296 0718 或 8296 0709與李小姐或黃先生聯絡。  
For enquiries, please contact Ms. Ivy Lei or Mr. Jerry Wong at 8296 0718 / 8296 0709.

## 澳門管理專業協會 Macau Management Association

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卓越管理 締造未來