

# Founding Document of Asia Pacific Intellectual Capital Centre

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**“KNOWLEDGE” AND “CREATIVITY”  
WILL BE THE KEY ECONOMIC DRIVERS  
FOR HONG KONG AND MAINLAND  
CHINA IN THE NEXT TWO DECADES**

### *Situation Background*

In today’s globalised economy, success and growth are intricately linked to how knowledge is created and used. Intellectual Capital (IC) is all the know-how (tacit, explicit and people related) present in an organization which has the potential to create value. Intellectual Capital Management (ICM) is the management of this IC in a systematic way in order to help meet the objectives of the organization. It is a technique developed in the USA and Europe in the period of 1990 – 2000 that links the core activities of major multinationals to their business strategies. Recent developments saw ICM extended to train and coach knowledge workers in Small & Medium Sized Enterprises (SMEs) through Intellectual Capital Centres.

In the next decade, Hong Kong will benefit more than any other city in Asia as China begins to develop into a ranking “Knowledge Economy” of the world. At the same time, Hong Kong is also uniquely placed to use its advanced service economy capabilities, a separate legal system and its role as a “bridge” with the West to help solved many economic development issues faced by China.

### *Who are we?*

Asia Pacific Intellectual Capital Centre (APICC) is a not-for-profit company registered in Hong Kong.

Its primary mission is to raise awareness, inform, teach, counsel and advise on the creation and use of Intellectual Capital in today's knowledge economy. A Memorandum of Understanding (MOU) has been signed with the Scottish Intellectual Assets Centre (SIAC), the first such centre in the world. This MOU enable APICC to make use of the management tools, knowledge and experience of SIAC on all not-for-profit initiatives in Hong Kong and mainland China.

### *Our Goals*

In Hong Kong, we have been talking about developing creative industries and a knowledge-based economy; but we are probably weak in our ability to explain to the business community how exactly that can be achieved.

Our goal, therefore, is to promote Intellectual Capital Management (ICM) as a "Knowledge Economy" initiative and the best way to extract the maximum value from on-going government initiatives, our unique relationship with mainland China and Hong Kong's strong legal infrastructure for the benefit of Hong Kong and mainland China. It is also a way to help Hong Kong fight the "battle for relevance" as China develops into a ranking "Knowledge Economy" from a primarily agrarian and industrial economy in the next decades.

### *Call for Action*

To achieve this, APICC calls for the support of individuals, businesses, government and non-government organisations, chambers of commerce, and trade and professional organizations to support and participate in this "Knowledge Economy" initiative.

The aim is to create knowledge and the capacity within the Hong Kong community to face up to the challenges of risks and opportunities brought about by the rapid economic development in the mainland and in the globalised "Knowledge Economy".

### *Our Charter*

#### Economic Development

- Assist the development of the "Knowledge Economy" and

“Creative Economy” in Hong Kong and mainland China.

- To be the focal point for ICM development and application in Hong Kong and the knowledge exchange between the Intellectual Capital Centres in Mainland China and the Intellectual Capital Centres in the Rest of the World.

#### Lobbying and Promoting

- To be the Hong Kong Centre of Excellence and advises government as appropriate on all matters where ICM plays an important role.
- To be one of the Centres of Excellence whose opinion is sought regularly by the wider world community and a partner with other similar Centres as they each grow.

#### Capacity Building

- To use its knowledge, expertise and network to assist individuals, companies, government and non-government organizations to maximise the use of their Intellectual Capital both proactively and defensively in order to develop their business and to benefit society.
- To be a Centre of Knowledge and Excellence in ICM policy, content, application development and best practice both at an academic and at a practical level.

#### *Our Value Proposition to Individuals, Businesses, Government and Non-Government Organisations (NGO)*

APICC’s value proposition is to harness the best from existing environment and infrastructures in Hong Kong and to bring Hong Kong from macro-economic level discussion of “Knowledge Economy” down to the forefront of an active day-to-day management level for the great majority of Hong Kong companies and organisations operating in Hong Kong and mainland China.

To individual and corporate customers of APICC, we provide knowledge, skills and tools to enable them to participate more effectively in the face of global competition.

To government and the business community, APICC create awareness of the opportunities and the risks posed by the “Knowledge Economy”, both in Hong Kong and in overseas markets.

APICC is designed to harness its own and ALL other ICM knowledge pools around the world to enable Hong Kong to move:

- From focusing on tangible capital alone to having the capability to harness intangible “Knowledge Capital” for economic development as well.
- From IP Protection alone, to an integrated and business oriented approach to IP Rights, innovation and technology transfer and technology development.
- From looking at R&D as an investment model alone, to a “value extraction” model from R&D and innovation.
- From building human resources in silos (e.g. training technology, legal, business/marketing experts separately) to having human resources that can cross professional and cultural boundaries and to drive Hong Kong’s business and industries to the next level.

*Expression of Interest to support the  
Asia Pacific Intellectual Capital Centre*

**Please fax this page to:**

**Fax: +852 2503-1383**

**Or e-mail the details below to [alicecheung@apicc.asia](mailto:alicecheung@apicc.asia)**

Practical implementation experience, ICM networking, policy formulation, policy lobbying and consensus building amongst stakeholders are probably the areas where APICC can bring the most value to companies and organizations in Hong Kong.

**I would like to join the APICC:**

Individual Member (HK\$100 annual fee/No joining fee)

Corporate Member (please send me an application form)

ICM Council Member (please send me an application form)

My name: \_\_\_\_\_

Title: \_\_\_\_\_

Organisation/Company: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

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