



NFT（非同質化代幣）及數字藏品 — 香港與中國市場分析

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

近年迅速冒起的新興虛擬貨幣NFT（非同質化代幣），徹底改變了創意產業的生態系統。NFT是區塊鏈上的一種加密代幣，既可以是數碼資產，又可以是代幣化的現實世界資產。它常被應用在藝術品、音樂、虛擬收藏品、圖檔、視頻檔等，讓大家可以於網上交易平台進行買賣，具有一定的投資價值。NFT的誕生，不但保護了創意藝術家，更為市場提供了不少投資機會。

課程不僅涵蓋了 NFT 的基本知識，還涵蓋了中國數字市場分析和知識產權。完成課程後，學生將全面了解數字藏品在香港、中國和海外的發展。

為了讓學生接收到最新的NFT資訊，課程內容會不定時更新，以緊貼市場趨勢。此課程適合創意工作者及有意加入NFT和金融科技社群的人士報讀。

課程編號	10012152-07
日期及時間	2023年5月4・5日 19:00 – 22:00
地點	九龍塘達之路78號生產力大樓
語言	廣東話
課程費用	HK\$1,800
備註	全課程共6小時（每節3小時）

課程重點

透過課堂的實習環節，學生能學到鑄造NFT最新又實用的資訊和技巧。修畢這六小時的課程中，學生將掌握：

- 區塊鏈、虛擬貨幣、與 NFT 的概念
- NFT作為收藏品以外的用途
- 知識產權與NFT的關係
- 香港、中國及BSN的市場發展
- 如何建立和存錢到加密錢包
- 如何發行、上架個人 NFT
- 如何宣傳自己的NFT

課程大綱

課堂	內容
課堂一 認識NFT · 元宇宙 · 中國數字藏品市場	<ul style="list-style-type: none"> ▪ NFT · 元宇宙是什麼？ ▪ NFT帶來的機遇和挑戰 ▪ NFT最新發展 ▪ 中國和區塊鏈服務網絡 (BSN) 的數字藏品市場 ▪ NFT為收藏品以外的用途 ▪ NFT背後的技術 — 區塊鏈 ▪ 以太坊 (Ethereum) · 智能合約 ▪ 虛擬貨幣簡介 ▪ 保護虛擬財產：熱錢包，冷錢包 ▪ 保安，詐騙，版權問題 ▪ 建立 Metamask加密錢包* ▪ 轉入 ETH至Metamask <p><i>*如學生選擇使用個人裝置建立加密錢包，請使用支援Google Chrome/Firefox的手提電腦或桌上電腦 (手機和平板電腦並不建議)</i></p>
課堂二 建立及保護你的NFT	<ul style="list-style-type: none"> ▪ 知識產權是什麼？ ▪ 知識產權的應用 ▪ 將真實資產轉移為數碼資產 ▪ NFT 最流行的交易平台 ▪ 連接加密錢包到OpenSea ▪ 在OpenSea鑄造、發行 NFT* ▪ 在不徵收gas fee的Polygon上架NFT ▪ 示範買入NFT ▪ 設立版權稅收，為你帶來永遠的收入 ▪ 發展和宣傳你的 NFT <p><i>*學生需準備數碼檔案用作鑄造NFT。導師會在第一堂公布詳情。</i></p>

李嘉俊先生

畢業於香港大學工商管理學系獲榮譽學士銜。李先生熱愛數碼娛樂從事數碼娛樂製作技術及相關應用開發超過 15 年。2018 年開始李先生專注高新科技創意文化產業致力發展多媒體技術及應用並於麻省理工學院 (Massachusetts Institute of Technology, MIT) 修畢全球數碼轉型 (Digital Transformation) 的專業教育證書課程 (Professional Education Programme 主修五大科技領域 包括人工智能、區塊鏈、物聯網、雲端運算及網絡安全。最近更在哈佛完成修讀「高等教育教學證書課程」(Higher Education Teaching Certificate)。



高瀚先生

Jesse 的職業生涯始於銀行和金融行業，在此期間，他曾在多家上市公司擔任企業融資職務。此外，他亦曾在香港和中國的房地產和基金公司出任要職。他在企業融資方面積累了 10 多年經驗，有利於他轉向區塊鏈和加密貨幣方面發展。現在，Jesse 是 Amigo Tech Limited 的總經理。媒體上不時有關他的報導，包括電視、廣播和出版的報紙專欄和採訪。Jesse 擁有香港科技大學財務分析學理學碩士和三一學院文學士（經濟）學位。



劉帥賢博士

劉博士從事法律專業超過二十年，特別在知識產權範疇具資深的經驗，現為香港知識產權顧問有限公司合夥人。公司由資深知識產權專家劉博士及其專業團隊組成。公司一直與中港兩地知識產權機構、香港海關、香港特區政府知識產權署、香港特區政府工業貿易署及其他商貿機構經常有緊密聯結，故對中港兩地知識產權資訊及實際運作均具深入理解及掌握。他亦是認可調解員、導師及評審。

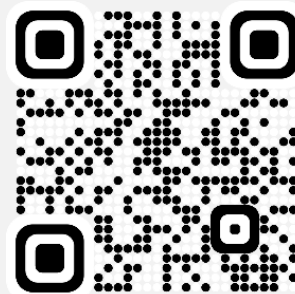
他並獲香港特別行政區政府頒授2015年行政長官社區服務獎狀(知識產權)，以表揚他在知識產權方面的熱心貢獻。

劉博士畢業於澳門大學獲社會科學學士、北京大學法律學學士、香港城市大學法律(榮譽)學士、香港城市大學中國法與比較法法學碩士(良好)、中國政法大學國際法法學博士。



報名方法

- 請[按此](#)或掃描QR code並完成網上報名及付款；或
- 請填妥報名表、連同劃線支票郵寄至香港生產力促進局: 九龍達之路78號生產力大樓三樓 (ATTN: Ms KO)。請於信封上註明課程名稱及編號。報名表請於<https://www.hkpcacademy.org>下載。



支持機構 (以英文字母排序)





NFT (Non-fungible token) & Digital Collective Market in Hong Kong & China Outlook

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

NFT (Non-fungible tokens) has taken the world by storm in recent years has completely changed the ecosystem of the creative industries. Being an encrypted token on the Blockchain, NFT can either be a digital asset or a tokenized real-world asset. Often being applied on artworks, music, virtual collections, picture files, video files, etc., it allows for online trading and carries good investment value. NFT not only protects creators, but also offers more investment opportunities to the market.

The course not only covers the essentials of NFT, but it also spans to the China digital market overview and intellectual property rights. Upon completion of the course, students will have a thorough picture of digital collective market development in Hong Kong, China and overseas.

To keep up with the fast-changing NFT community, course content will be updated from time to time, to ensure participants receiving the latest updates of the NFT development.

Programme code	10012152-07
Date and time	4, 5 May 2023 19:00 – 22:00
Venue	HKPC Building, Kowloon Tong
Medium	Cantonese
Course fee	HK\$1,800
Remarks	Duration: 6 hours (2 lectures)

Programme Highlights

Through in-class hands-on activities, participants will acquire the latest and practical knowledge and tips needed for minting NFT. Upon completion of this 6-hour course, participant will be able to:

- Understand how blockchain, cryptocurrency, and NFT work
- Understand NFT's usage of beyond as a collectible
- Understand the relationship between intellectual property and NFT
- Grasp the latest market development in Hong Kong, China and BSN
- Create and fund your crypto wallet
- Create and list your NFT on marketplace
- Know how to grow, market and protect your NFT

The course will be particularly useful to participant who is involving in creative works and interested in embarking on NFT and FinTech journey.

Course Outline

Session	Activities
Lesson 1 Introduction to NFT, Metaverse and Digital Collective Market in China	<ul style="list-style-type: none"> What is NFT and Metaverse? Opportunities & challenges brought by NFT Latest trend of NFT Digital collective market in China & BSN NFT beyond collectibles Technology behind NFT - Blockchain Ethereum, Smart Contract Brief introduction of cryptocurrencies Protect your digital asset: Hot wallet, Cold wallet Security, scam, intellectual property issues Creating your crypto wallet at Metamask* Transferring ETH into Metamask from another wallet <p><i>*Students who wish to create the crypto wallet on your own device, it's preferred to do it with laptop/desktop that supports Google Chrome/Firefox (phones & tablets are not recommended)</i></p>
Lesson 2 Creating and Protecting Your NFT	<ul style="list-style-type: none"> What is Intellectual Property? Application of Intellectual Property Rights Transforming physical asset to digital asset Trending NFT marketplace Connect your cryptowallet to OpenSea Mint and list your NFT on OpenSea* List your NFT on Polygon without paying gas fee Demonstration of buying NFT on OpenSea Get paid for a lifetime by setting up royalties Growing and marketing your NFT <p><i>*Students have to prepare digital content to mint as NFT. Details will be shared in Session 1.</i></p>

Mr. Kevin LEE

Kevin obtained his BBA from the University of Hong Kong. His passion for digital entertainment has kept him engaged with digital entertainment production technology and related application development for more than 15 years. Since 2018, Kevin has focused on high-tech creative culture industry and committed to the development of multimedia technology and applications.

He has completed the Professional Education Certificate Course of Digital Transformation at the Massachusetts Institute of Technology (MIT), majoring in artificial intelligence, blockchain, Internet of Things, cloud computing and cyber security. He has also recently finished studying a Higher Education Teaching Certificate course from The Derek Bok Centre for Teaching & Learning of Harvard University.

**Mr. Jesse Co**

Jesse started his career in banking and finance, during which he worked for various listed companies in corporate finance capacity. Besides, he has held senior positions in real estate corporations and funds in Hong Kong and China. The 10+ years of experience in corporate finance he had accumulated was propitious to his pivot to blockchain and cryptocurrency. Jesse is currently the General Manager at Amigo Tech Limited. He makes regular media appearances, include TV, radio, and published newspaper columns and interviews. Jesse holds a MSc in Financial Analysis from HKUST and a BA in Economics from Trinity College.

**Dr. Alex Lau**

Alex has gained profound knowledge and experience on legal aspects of intellectual property (IP) market through his involvement in the legal industry for over 20 years. Besides, being the partner of the Hong Kong Intellectual Property Advisory Services Limited (IPAS), he is, currently, an accredited mediator of the HK Mediation Accreditation Association Limited.

He is also recognized for his remarkable performance in the community service and has been awarded "The 2015 HKSAR Chief Executive's Commendation for Community Service" in the area of IP.

Alex graduated from the University of Macau with a bachelor's degree in Social Science. He is also a multi-degree holder in law which includes LL.B - Peking University; LL.B (Hons) and LL.M (Chinese and Comparative Law)(credit) - City University of Hong Kong and Ph.D (Competition Law) - China University of Political Science and Law.



Supporting Organisations (in alphabetical order)



Enrolment method

- Click [here](#) or scan the QR code to complete the enrolment and payment online;
or
- Mail the crossed cheque with payee name “Hong Kong Productivity Council” in HK dollar) and the application form should be mailed to Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (Attn: Ms KO). Please indicate the course name and course code on the envelope.
Enrolment form can be downloaded at <https://www.hkpcacademy.org>

