

**Guangdong/Hong Kong Expert Group on  
the Protection of Intellectual Property Rights**

**Summary of Co-operation Items**

**(2020 - mid-2022)**

The Guangdong/Hong Kong Expert Group on the Protection of Intellectual Property Rights (IPRs) (Expert Group) completed 19 co-operation items from 2020 to mid-2022, with a view to further promoting the in-depth development of intellectual property (IP) co-operation. There were 4 new items, namely items (2), (8), (10) and (14). The details of the co-operation items are as follows:

**1. Establishing a comprehensive mechanism for intellectual property (IP) co-operation in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA)**

Embracing the planning under the “Outlines for Building an Intellectual Property Power (2021-2035)” and the “National Plan for Protection and Application of Intellectual Property Rights During the 14th Five-Year Plan Period”, Guangdong and Hong Kong leveraged their respective comprehensive strengths in IP to deepen their co-operation on IP items in the GBA. Members of the Expert Group actively promoted the co-operation between the two places, including taking forward exchanges and discussions, publicity and education, IP trading, commercialisation of research and development (R&D) outcomes and integration of the nine Pearl River Delta municipalities into the co-operation mechanism on IP in the GBA. To strengthen the co-operation on cross-boundary IP protection, the Guangdong Sub-Administration of China Customs (Guangdong Customs), the Guangdong Provincial Public Security Department and the Hong Kong Customs and Excise Department (Hong Kong Customs) took the lead in continuing to combat cross-boundary IP infringing activities through exchange of intelligence, sharing of information resources, joint operations and project co-operation.

**2. Continuing to reinforce IP talent nurturing in Guangdong, Hong Kong and Macao**

In December 2020, the Intellectual Property Department of the Government of the Hong Kong Special Administrative Region (HKIPD) organised the “Start-Up Business Development Course” in collaboration with the Knowledge Transfer Office of the City University of Hong Kong and the Institute for Entrepreneurship of the Hong Kong Polytechnic University and informed the Guangdong and Macao sides of the course arrangements. With the participation of more than 250 IP managers

from higher education institutions, IP research and service institutions as well as enterprises in Guangdong, Hong Kong and Macao, the course has further reinforced the nurturing of high-calibre IP talent in the GBA.

From April to May 2021, the Guangdong Administration for Market Regulation (Guangdong Intellectual Property Administration) (GDAMR (GDIPA)), the HKIPD and the Economic and Technological Development Bureau of the Government of the Macao Special Administrative Region (Economic and Technological Development Bureau of Macao) jointly organised the “GBA IPR Talent Development Conference and IPR Talent Supply and Demand Matchmaking Series”, where 206 recruitment requests for IP talent in the community were presented and 1 268 IP professionals were matched with the application of online cloud technology, promoting the development of IP talent in the GBA.

### **3. Vigorously promoting the “Greater Bay Area High-value Patent Portfolio Layout Competition”**

In 2020, the GDAMR (GDIPA), the HKIPD, the Economic and Technological Development Bureau of Macao, the People’s Government of Zhuhai Municipality and the People’s Government of Dongguan Municipality jointly organised the “Guangdong-Hong Kong-Macao Greater Bay Area High-value Patent Portfolio Contest 2020”. A total of 658 valid applications were received from participants including innovation and technology enterprises, higher education institutions and R&D centres, and 38 finalist awards were presented. In 2021, the GDAMR (GDIPA), the HKIPD, the Economic and Technological Development Bureau of Macao and the People’s Government of Foshan Municipality jointly organised the “Guangdong-Hong Kong-Macao Greater Bay Area High-value Patent Portfolio Layout Competition 2021”. A total of 1 090 valid applications were received, and 35 finalist awards were presented. A number of high-value patent innovation projects were identified in the two contests, which effectively fostered commercialisation of technological results and IP exploitation in the GBA, providing a strong momentum for innovation and development.

### **4. Strengthening the effective exploitation of IP in the GBA**

In November 2020, the “Guangdong-Hong Kong-Macao Greater Bay Area Intellectual Property Trade Expo 2020” co-organised by the GDAMR (GDIPA), the HKIPD and the Economic and Technological Development Bureau of Macao was held online, further promoting IP trading and innovation development in the GBA.

**5. Strengthening the collaboration mechanism between the customs authorities of Guangdong and Hong Kong for the exchange of intelligence on IP infringements**

The Guangdong Customs and the Hong Kong Customs exchange information on mutually detected Hong Kong-related IP infringement cases on a regular basis, and provide real-time information exchange on major cases detected. From January 2020 to June 2022, the two sides exchanged a total of 183 pieces of intelligence and information of various sorts and jointly conducted in a timely manner enforcement operations on IP protection in the focus areas agreed upon consultation by the two sides to combat cross-boundary IP infringements.

**6. Continuing the conduct of joint enforcement operations in the focus areas targeting major boundary crossings**

During the period between January 2020 and June 2022, the Guangdong Customs, the Hong Kong Customs and the Macao Customs organised and launched seven joint enforcement operations against cross-boundary IP infringements in the focus areas to specifically combat IP infringing activities in which IP infringing items were smuggled to Hong Kong or Macao as well as through Hong Kong or Macao to other countries and regions. The seven operations achieved impressive results, with the seizure of more than 6.98 million items of infringing goods by the Guangdong side and the detection of 153 cases by the Hong Kong side, involving around 170 000 items of infringing articles.

**7. Strengthening Guangdong/Hong Kong collaboration in IP law enforcement**

The Hong Kong Customs actively liaised with the GDAMR (GDIPA) and the Guangdong Medical Products Administration to exchange information on cross-boundary infringements and explore ways of co-operation between the two places on IP infringement cases. From January 2020 to June 2022, they exchanged 36 pieces of intelligence and information through real-time information exchange and collaborative investigation.

In August 2021, the three customs administrations of Guangdong, Hong Kong and Macao held the second “Guangdong-Hong Kong-Macao Customs Intellectual Property Enforcement Cooperation Meeting” online. They exchanged views on law enforcement and strategies for IP protection, intelligence on IP infringements, etc., and agreed to step up law enforcement against cross-boundary IP infringements based on the existing collaboration mechanism to make concerted efforts for IP protection in the three places.

**8. Supporting the “Forum 2020 for South Guangdong Copyright Protection and Property Rights Development”**

In September 2020, the Guangdong Copyright Protection Association and the Publicity Department of the CPC Foshan Municipal Committee (Foshan Intellectual Property Bureau) co-organised the “Forum 2020 for South Guangdong Copyright Protection and Property Rights Development” under the supervision of the Guangdong Copyright Administration of Guangdong Province. Featuring the theme “Enhancing Intellectual Property Protection and Creativity to Facilitate the Development of the Copyright Industry in Guangdong”, the forum discussed hot topics on the development of the copyright industry. The HKIPD and the Hong Kong Customs expressed strong support for the forum in their congratulatory messages.

**9. Promoting the development of IP trading in Guangdong and Hong Kong**

In December 2020, the Government of the Hong Kong Special Administrative Region (HKSAR), the Hong Kong Trade Development Council (HKTDC) and the Hong Kong Design Centre jointly organised the “Business of IP Asia Forum 2020” in Hong Kong. Actively encouraging transformation and upgrade of enterprises through IP trading to enhance their competitiveness, the HKIPD invited member authorities and enterprises of the Guangdong side to participate in the forum. With the support of the GDAMR(GDIPA), the Guangzhou Development District Intellectual Property Administration, the Guangzhou Development District Intellectual Property Association and the HKTDC co-organised a breakout session on “Greater Bay Area: The Latest Development of the International Intellectual Property Trading Hub” to jointly review the latest IP developments in the GBA, with stakeholders in the Guangzhou Development District sharing development opportunities.

In December 2021, the HKIPD continued to promote participation of various parties in the “Business of IP Asia Forum 2021” and invited member authorities and enterprises of the Guangdong side to join the forum and related activities. The HKIPD organised a breakout session themed “Role of Hong Kong as a Regional IP Trading Centre under the 14th Five-Year Plan” and co-organised with the GDAMR (GDIPA) another breakout session themed “Greater Bay Area: Latest Opportunities under China’s 14th Five-Year Plan” to further explore how IP could unlock new potential for the global economy and what opportunities were brought by the rising Asian market, and to provide an exchange platform for IP professionals and enterprises from all over the world.

**10. Jointly organising high-end IP symposia in the GBA**

During the “Guangdong-Hong Kong-Macao Greater Bay Area Intellectual Property Trade Expo”, the HKIPD and the Economic and Technological Development Bureau of Macao organised the “Guangdong-Hong Kong-Macao Greater Bay Area IP Forum for New Youth”, the “Guangdong-Hong Kong-Macao Greater Bay Area Forum on Diversified IP Protection” and the “Guangdong-Hong Kong-Macao Greater Bay Area Forum on International IP Cooperation”. Enterprises, intermediaries, universities, technology transfer centres, associations and relevant government organisations from Guangdong, Hong Kong and Macao attended the forums online and offline to further enhance IP co-operation and promote consolidation of innovation resources between Guangdong and Hong Kong.

**11. Organising the “Guangdong/Hong Kong Seminar on Intellectual Property and Development of Small and Medium Enterprises (Online)”**

For two consecutive years from 2020 to 2021, the HKIPD, the HKTDC and the GDAMR (GDIPA) co-organised the “Guangdong/Hong Kong Seminar on Intellectual Property and Development of Small and Medium Enterprises (Online)” themed “Strategy for Development of Innovation: IP Protection and Exploitation for Enterprises in the Greater Bay Area” and “The Development of Enterprises in the Greater Bay Area and IP Trading During the 14th Five-Year Plan Period” respectively. IP industry experts from Guangdong and Hong Kong discussed the HKSAR’s new patent system, IP protection, difficulties encountered by enterprises and their solutions as well as strategies on the commercialisation of technological results. They also shared their views on the development opportunities of IP trading in the GBA during the 14th Five-Year Plan period with regard to IP court cases, protection of geographical indications in the Mainland, collaborative innovation and IP commercialisation. About 470 participants from member authorities and supporting organisations of the Expert Group, as well as enterprises and intermediaries from the Mainland and Hong Kong attended the seminars online.

**12. Conducting trademark-related exchange activities between Guangdong and Hong Kong**

In April 2021, relevant personnel of the HKIPD, the GDAMR (GDIPA) and the Trademark Examination Cooperation Guangzhou Centre met online for exchange and learning on trademark registration facilitation and digitalisation, effectively enhancing the development and co-operation between the two places in the trademark area.

**13. Organising and participating in the “Mainland and Hong Kong SAR, Macao SAR Intellectual Property Symposium 2021”**

In September 2021, the Office of Hong Kong, Macao and Taiwan Affairs of China National Intellectual Property Administration (CNIPA), the HKIPD and the Economic and Technological Development Bureau of the Government of the Macao SAR jointly organised the “Mainland and Hong Kong SAR, Macao SAR Intellectual Property Symposium 2021” online, with themes including “The Latest Development of Intellectual Property in the Mainland and Hong Kong SAR, Macao SAR” and “Intellectual Property Protection and Strategy in the 14th Five-Year Plan Period”. The symposium focused on the crucial role IP played in driving the economic development of society in the 14th Five-Year Plan period and explored, via case sharing, ways to foster enterprises’ innovation and development through effective IP protection and exploitation. More than 400 participants from the three places joined the symposium.

**14. Launching the first batch of enquiry points for IP matters of Hong Kong in Guangdong**

In 2021, the HKIPD and the GDAMR (GDIPA) jointly initiated co-operation on IP public services between Hong Kong and Guangdong. The two sides decided to launch enquiry points for IP matters of Hong Kong in Guangdong as a breakthrough to enhance co-operation on IP public services. In September 2021, the HKIPD conducted online training for staff manning the windows to provide enquiry services for IP matters of Hong Kong. In October 2021, the GDAMR (GDIPA) issued a public notice, after consultation with the HKIPD, on the decision to launch the first batch of enquiry points for IP matters of Hong Kong at 12 IP service windows including the Guangdong service window of the CNIPA. These windows provide to the public general enquiry services relating to application for trademark registration, grant of patent and design registration in the HKSAR, with a view to enhancing IP exchange between the two places and meeting the demand of innovation entities and the general public for IP public services.

**15. Assisting Hong Kong residents in sitting for the Qualification Examination for Patent Attorneys**

The two sides actively assisted Hong Kong residents in sitting for the Qualification Examination for Patent Attorneys held in 2020 and 2021, and provided in a timely manner information on examination registration, requirements, pre-examination training, etc. In the past two years, a total of 19 Hong Kong candidates successfully

registered for the examination. Since 2004, a total of 75 Hong Kong residents have passed the examination and 24 of them are practising in the Mainland.

**16. Encouraging enterprises to implement the National Standard for “Enterprise Intellectual Property Management Specification” and participate in the “IP Manager Scheme PLUS”**

The HKIPD continued to promote the National Standard for “Enterprise Intellectual Property Management Specification” and related training to the IP industry in Hong Kong, and publicised relevant information on its website and display stands at exhibitions staged in Hong Kong to encourage implementation of the said standard by Hong Kong-invested enterprises in Guangdong. The GDAMR (GDIPA) actively encouraged, via various publicity means, Guangdong-invested enterprises in Hong Kong to participate in the “IP Manager Scheme PLUS” and associated IP management training courses and workshops organised by the HKIPD.

**17. Continuing the promotion of the “No Fakes Pledge” Scheme**

The HKIPD and the GDAMR (GDIPA) continued to promote the “No Fakes Pledge” Scheme in Guangdong and Hong Kong, with a view to strengthening publicity on IP protection and enhancing public awareness of respect for IPRs.

**18. Supporting community organisations in Hong Kong to participate in the “Guangdong Youth and Children Invention Award”**

The GDAMR (GDIPA) informed the HKIPD of the assessment details regarding the 18th and the 19th “Guangdong Youth and Children Invention Award”. The HKIPD promoted the events to the Hong Kong Federation of Invention and Innovation, the Hong Kong Federation of Youth Groups and the Hong Kong New Generation Cultural Association, and encouraged participation by students and youngsters. Nine out of the total ten inventions presented by Hong Kong participants won awards in the two contests.

**19. Continuing to update the “Intellectual Property Database for Guangdong, Hong Kong and Macao” and the “Guangdong/Hong Kong IP Co-operation Corner”**

The HKIPD and the GDAMR (GDIPA), in collaboration with members of the Expert Group, continued to update the “Intellectual Property Database for Guangdong, Hong Kong and Macao” and the “Guangdong/Hong Kong IP Co-operation Corner”, which covered various kinds of information including laws and regulations on patents,

trademarks, copyright, and IP border and criminal protection, as well as contacts of IP administration and management authorities and law enforcement bodies in the three places. Relevant information of and website links to the IP administrations of the nine Mainland cities in the GBA are also available therein.