

**Guangdong/Hong Kong Expert Group on
the Protection of Intellectual Property Rights
Summary of Co-operation Items
(mid-2022 - 2023)**

The Guangdong/Hong Kong Expert Group on the Protection of Intellectual Property Rights (IPRs) (Expert Group) completed 17 co-operation items from mid-2022 to 2023, with a view to further promoting the in-depth development of intellectual property (IP) co-operation. There were 2 new items, namely items (5) and (12). The details of the co-operation items are as follows:

1. Developing an International IP Co-operation Hub 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 IP co-operation in the GBA, including taking forward exchanges and discussions, publicity and education, IP trading, transformation of research and development (R&D) outcomes and integration of the nine municipalities of the Pearl River Delta into the IP co-operation mechanism of the GBA. To strengthen cross-boundary co-operation on IP protection, the Guangdong Sub-Administration of China Customs, the Guangdong Provincial Public Security Department and the Hong Kong Customs and Excise Department spearheaded efforts in continuously combating cross-boundary IP infringing activities through exchanges of intelligence, sharing of information resources, joint operations and project co-operation.

2. Co-organising the Guangdong-Hong Kong-Macao Greater Bay Area Intellectual Property Trade Expo

Co-organised by the Guangdong Administration for Market Regulation (GDAMR) (Guangdong Intellectual Property Administration (GDIPA)), the Intellectual Property Department of the Government of the Hong Kong Special Administrative Region (HKIPD) and the Economic and Technological Development Bureau of the Government of the Macao Special Administrative Region (DSEDT), the 5th Guangdong-Hong Kong-Macao Greater Bay Area Intellectual Property Trade Expo and International Geographical Indications Products Trade Expo (the Expo) was held in January 2023. Held with the

International Geographical Indications Products Trade Expo concurrently for the first time, the Expo highlighted the theme of exhibition and trading of innovations and geographical indications products. A total of 4 129 online exhibitors, including 184 foreign exhibitors from 38 countries and areas around the world as well as 60 exhibitors from Hong Kong, Macao and Taiwan attended the Expo.

3. Co-organising the Guangdong-Hong Kong-Macao Greater Bay Area High-value Patent Portfolio Layout Competition

In 2022, the GDAMR (GDIPA), the HKIPD, the DSED T and the People’s Government of Foshan Municipality co-organised the “Guangdong-Hong Kong-Macao Greater Bay Area High-value Patent Portfolio Layout Competition 2022”. A total of 1 042 entries were received from participants including innovation and technology (I&T) enterprises, higher education institutions and R&D centres, among which 701 entries were selected in the preliminary round of adjudication and 50 finalist awards were presented. The contest concluded with the signing of contracts of intent for 31 projects in total, with the intended amount totalling RMB 1.705 billion.

In August 2023, the GDAMR (GDIPA), the HKIPD , the DSED T and the People’s Government of Guangzhou Municipality jointly organised the “Guangdong-Hong Kong-Macao Greater Bay Area High-value Patent Portfolio Layout Competition 2023”. A total of 1 193 entries were received from participants including I&T enterprises, higher education institutions and R&D centres, among which 809 entries were selected in the preliminary round of adjudication and 50 finalist awards were presented. The contest successfully took forward 40 projects with co-operation intent on transfer and transformation as well as investment and financing (including 27 projects with co-operation intent on investment and financing as well as 13 projects with co-operation intent on realisation and transformation), involving a total of RMB 2.063 billion.

4. Co-organising the GBA IPR Talent Development Conference and IPR Talent Supply and Demand Matchmaking Series

In April 2023, the Guangdong and Hong Kong sides, together with the DSED T, co-organised the GBA IPR Talent Development Conference and IPR Talent Supply and Demand Matchmaking Series with the aim of enhancing the environment for talent development in the GBA. At the opening ceremony of the Talent Development Conference, the Guangdong-Hong Kong-Macao Greater Bay Area International Intellectual Property Talent Port was officially opened in the Sino-Singapore Guangzhou

Knowledge City, aiming to attract and pool together high-level IP talent at home and abroad by leveraging the advantage of having a wealth of innovation resource elements in the GBA, thereby developing a talent hub with international competitiveness. The event helped promote the development of IP talent in the GBA, with 779 recruitment requests for talent in the IP community presented and 3 216 IP professionals matched with the application of online cloud technology, as well as 76 letters of employment intent signed in total.

5. Supporting the Organisation of the First Guangdong-Hong Kong-Macao Greater Bay Area (Guangdong) High-value Trademark Cultivation Competition

In 2023, the GDAMR (GDIPA) and the People's Government of the Dongguan Municipality organised the first Guangdong-Hong Kong-Macao Greater Bay Area (Guangdong) High-value Trademark Cultivation Competition. As a supporting organisation, the HKIPD expressed enthusiastic support for the competition.

6. Continuing the Conduct of Joint Enforcement Operations by Guangdong and Hong Kong Customs

In September 2023, the Guangdong Sub-Administration of China Customs arranged for Guangdong Province Customs to attend alongside the Macao Customs the "Guangdong-Hong Kong-Macao Customs Intellectual Property Enforcement Cooperation Meeting" in Hong Kong. The customs authorities of Guangdong, Hong Kong and Macao Customs summarised recent joint enforcement outcomes of IPR protection, and pledged to further strengthen enforcement co-operation for IPR protection and safeguard IPRs in the GBA with concerted efforts.

In 2023, Guangdong and Hong Kong Customs stepped up collaboration in IP law enforcement and worked with the Macao Customs in conducting three joint enforcement operations on IPR protection. During the operations, the Guangdong side seized 996 batches of suspected infringing goods, totalling 1.6 million articles valued at RMB 10.11 million, while the Hong Kong side detected 72 smuggling cases involving 54 117 pieces of infringing goods valued at about HK\$25.48 million. This reflected the synergy created between the customs authorities for IPR protection.

7. Enhancing the Guangdong/Hong Kong Collaboration Mechanism for Copyright Law Enforcement

The Guangdong and Hong Kong sides improved the collaboration mechanism for handling copyright-related cases in accordance with the established mechanism for information exchange and collaborative investigation of copyright infringement cases to ensure timely exchange of case intelligence and strengthen collaboration and exchanges on copyright infringement cases, with focus on copyright protection on the Internet.

8. Organising Exchange Activities on IP Litigation and Judicial Protection and Expanding Co-operation on Handling Foreign-related IPR Disputes

In June 2023, the Guangdong authority received a delegation led by Mr Paul LAM, Secretary for Justice of the HKSAR Government. This was the first delegation led by Mr Lam to visit the Mainland courts in the GBA. During his stay in Guangdong, the Secretary for Justice and his delegation visited the First International Commercial Court of the Supreme People's Court, the Guangzhou Intellectual Property Court, the Guangzhou Internet Court and the Shenzhen Qianhai Co-operation Zone People's Court. The Guangdong and Hong Kong sides had in-depth exchanges on issues including judicial protection for IPR, lawtech, training of talent conversant with foreign-related legal affairs and ascertainment of foreign law. The 20-member delegation was formed by representatives from Hong Kong's legal sector, including Mr Thomas TSANG, Deputy Director of Intellectual Property, Mr Victor DAWES, Chairman of the Hong Kong Bar Association and Mr CHAN Chak-ming, President of the Law Society of Hong Kong.

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

In December 2022, the 12th Business of IP Asia Forum (BIP Asia Forum) was held in a hybrid mode of online and in-person participation. The GDAMR (GDIPA), the Hong Kong Trade Development Council (HKTDC), the Authority of Qianhai Shenzhen – Hong Kong Modern Service Industry Cooperation Zone, the HKIPD and the DSEDTC co-organised the “Thematic Session on the Guangdong-Hong Kong-Macao Greater Bay Area under the Business of IP Asia Forum” and invited member authorities and enterprises of the Guangdong side to participate in the forum and related activities. With the theme of “Sharing the Development Opportunities in the Greater Bay Area among Global Enterprises”, the breakout session introduced to overseas enterprises the new opportunities in technology innovation and IP in Shenzhen, Hong Kong and the GBA, with a view to encouraging the enterprises to plan and expand their business in China

through the co-operation mechanism and IP ecosystem among Hong Kong, Shenzhen and the GBA. In addition, the session introduced to the Mainland enterprises in the GBA IP rules in Hong Kong and overseas markets to help Chinese enterprises “go global” and tap into the overseas market.

In December 2023, the 13th BIP Asia Forum was held in Hong Kong. The HKIPD invited member authorities and enterprises of the Guangdong side to participate in the forum, with a view to promoting the development of IP trading in Guangdong and Hong Kong. The GDAMR (GDIPA) and the HKTDC co-organised the breakout session themed “Greater Bay Area: Constructing a Renowned Greater Bay Area with IP”, which was the first time an IP authority from Guangdong organised a physical IP forum in Hong Kong. Promotional booths on geographical indications products from Guangdong, IP public services and talent development in the GBA were also set up at the venue of the breakout session.

10. Implementing IP Data Resources Exchange between Guangdong and Hong Kong

The Guangdong-Hong Kong-Macao IP Big Data Comprehensive Services Platform (GBA IP Big Data Platform), which was developed by the Guangdong Intellectual Property Protection Center (GIPPC) commissioned by the GDAMR, officially went online on 10 April 2023 to provide free services to innovation entities and the general public in the GBA. As the first of its kind in the country, the GBA IP Big Data Platform covers 15 types of global data resources, such as patents, trademarks, integrated circuits, geographical signs, new plant varieties, software copyright and works copyright. The platform has also collected patent data from Hong Kong and Macao and created dedicated regional databases for public access.

11. Deepening Co-operation on IP Public Services between Guangdong and Hong Kong

Guangdong and Hong Kong continued to enhance co-operation in respect of IP public services. The development of “Hong Kong Special Administrative Region Intellectual Property Enquiry Points” was strengthened with enhanced service capacity and standards. In the second half of 2022, the coverage of the enquiry points has been progressively extended to five municipalities in Guangdong Province, namely Huizhou, Shanwei, Qingyuan, Shaoguan and Yangjiang, to provide to the public general enquiry services relating to applications for trademark registration, grant of patent and design registration in the HKSAR, with a view to enhancing IP exchanges between Guangdong and Hong Kong and meeting the demand of innovation entities and the general public for IP public

services.

With the support of the GDIPA, the HKIPD also launched a reciprocal enquiry service in February 2023, through which Hong Kong residents and enterprises can enquire about matters relating to applications for trademark registration in the Mainland via email, thereby facilitating the handling of IP-related matters by enterprises and the public in Guangdong and Hong Kong and strengthening exchanges of IP information between the two places.

12. Organising Exchange Activities for the GIPPC

In November 2023, the HKIPD, in collaboration with the GDIPA, organised exchange activities for the GIPPC, with a view to enhancing the understanding of the development and services of the GBA IP Big Data Platform among IP departments and I&T organisations of Guangdong and Hong Kong, as well as strengthening their exchanges and co-operation in related areas. Representatives from Hong Kong's local I&T organisations also participated in the activities.

13. Organising the “Guangdong/Hong Kong Seminar on Intellectual Property and Development of Small and Medium Enterprises”

In August 2022, the HKIPD, the HKTDC and the GDAMR (GDIPA) continued to co-organise the “2022 Guangdong/Hong Kong Seminar on Intellectual Property and Development of Small and Medium Enterprises (Online)” themed “Promoting the Development of Qianhai Shenzhen-Hong Kong Modern Service Industry and the Greater Bay Area through IP Trading”. IP industry experts from Guangdong and Hong Kong made presentations and led discussions on various topics, including the building of Qianhai into a world-class IP protection hub, notable IP court cases related to Hong Kong, points to note for enterprises in handling IP disputes, the latest developments of IP and the original grant patent system in Hong Kong, and professional IP arbitration and mediation services in Hong Kong. The seminar attracted the participation of over 260 small and medium enterprise (SME) representatives, IP practitioners and government officials from the Mainland and Hong Kong.

In 2023, the seminar returned to the physical mode. The “2023 Guangdong/Hong Kong Seminar on Intellectual Property and Development of Small and Medium Enterprises” was held in Huizhou in September. With the theme of “Innovation and Development of Small and Medium Enterprises in the Greater Bay Area: Demand and Supply of

Intellectual Property Professional Services”, the seminar gathered IP experts and academics from the World Intellectual Property Organization, Hong Kong and the Mainland to conduct in-depth exchanges and discussions, drawing an audience of nearly 200 representatives from various sectors such as SMEs and IP service institutions in Guangdong and Hong Kong.

14. Organising Guangdong/Hong Kong Trademark-related Exchange Activities

In January 2023, the GDAMR (GDIPA) and the HKIPD co-organised experience sharing and training activities on trademark-related matters for IP frontline staff in Hong Kong, with a view to strengthening mutual exchanges and co-operation on trademark matters.

15. Jointly Supporting and Participating in the Speech Contest on Copyright Knowledge for University Students in Guangdong Province

In December 2023, the HKIPD led law student representatives of the universities in Hong Kong to attend and observe the final of the 5th Speech Contest on Copyright Knowledge for University Students in Guangdong Province organised by the Guangdong Copyright Administration Bureau. The contest aimed at enhancing the awareness of copyright protection among university students in Guangdong and Hong Kong and creating a favourable environment for copyright protection on university campuses.

16. Jointly Supporting and Participating in the Guangdong Youth and Children Invention Award

The GDAMR (GDIPA) notified the HKIPD the selection information regarding the 21st Guangdong Youth and Children Invention Award held in 2023. The HKIPD solicited assistance of the relevant organisations in promoting the event and encouraging participation of students and youngsters in Hong Kong. The award presentation ceremony was held in Guangzhou in December of the same year. A total of four entries were submitted by participants from Hong Kong and won the awards.

17. 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 municipalities in the GBA are also available therein.