

## **Eighth Meeting of Guangdong/Hong Kong Expert Group on the Protection of Intellectual Property Rights (IPRs)**

### **Progress of Guangdong/Hong Kong exchanges and cooperation on intellectual property (IP)**

#### **1. Co-organising China's IP Strategy Forum in Hong Kong**

The "China's IP Strategy Forum" was jointly organised by the Intellectual Property Office of Guangdong Province (GDIPO) and the Intellectual Property Department of the Hong Kong Special Administrative Region (IPD) in December 2008 in Hong Kong to help the Government, IP professionals, enterprises and the public of Hong Kong better understand the National IP Strategy. Mr. Tian Lipu, Commissioner of the State Intellectual Property Office (SIPO), and Mr. Ma Xianmin, Secretary of CPC Committee and Deputy Director General of GDIPO, lectured on the Outline of the National IP Strategy and the IP Strategy Plan of Guangdong Province respectively. Strategic goals, strategic focuses, specific tasks and strategic measures were also introduced in the forum. There were about 370 participants including Hong Kong entrepreneurs, IP practitioners, executives and government officials.

#### **2. To continue organising roving seminars on IP and Development of Small and Medium Enterprises (SMEs) in Guangdong**

A seminar on "IP and Development of SMEs" jointly organised by Guangdong and Hong Kong was held in Zhongshan City on 7 April 2009 with a view to raising the awareness of IP protection and enhance the competitiveness of SMEs in both places. Mr Li Yuguang, Deputy Commissioner of SIPO, attended the seminar and gave a keynote speech. Issues including formulation and implementation of national IP strategy, latest development of IP systems in Mainland and Hong Kong, success stories of enterprises in development and protection of IPRs, practices of IP protection by customs administrations and IP protection for enterprises to expand to overseas markets were introduced by representatives of IP authorities, enterprises and IP professionals of Guangdong and Hong Kong. The seminar, with attendance of about 350 participants including officials and representatives of SMEs in Guangdong and Hong Kong, served as a platform for SMEs in both places to keep abreast of the latest developments of IP.

#### **3. To continue strengthening the coordination mechanism for enforcement cooperation in handling IP cases in Guangdong and Hong Kong**

The IPR enforcement agencies of both sides continued to refine their cooperation mechanism for handling IP cases. Not only had they conducted parallel operations, efforts were made to

complete specific cooperation items during Olympic Games. In the past year, the two Customs administrations exchanged 60 pieces of information and conducted 4 rounds of parallel operations. During the operations, a total of 19 suspected cases of infringement were effected. Regarding the mechanism for exchange of information, Guangdong Sub-Administration of China Customs (“Guangdong Customs”) provided Customs and Excise Department of Hong Kong Special Administrative Region (“Hong Kong Customs”) with statistics on infringement cases uncovered in Guangdong with Hong Kong as the place of business. In October 2008, Guangdong Customs carried out a series of focus studies to evaluate IP protection through cooperation of Customs administrations in Guangdong, Hong Kong and Macao. Current situation of cooperation between Guangdong and Hong Kong was considered and suggestions were raised. Furthermore, with the assistance of Guangdong Customs, connections were successfully established between Hong Kong Customs and other authorities responsible for IP affairs in Guangdong Province. Consensus between Guangdong Provincial Public Security Department and Hong Kong Customs has been reached for the framework of coordination mechanism for enforcement cooperation, scope of cooperation and mechanism for operation. Upon confirmation of the detailed arrangements, the mechanism will be activated.

4. To continue promoting the “No Fakes Pledge” Scheme in Guangdong and Hong Kong

The two sides are committed to promote the “No Fakes Pledge” Scheme. Organisers of the Scheme and participants of the Seventh Meeting of Guangdong/Hong Kong Expert Group on the Protection of IPRs attended the 10th Anniversary Celebration of “No Fakes Pledge” Scheme held in July 2008 in Hong Kong by the IPD.

5. To produce the “IP Booklet for Guangdong, Hong Kong and Macao”

The “IP Booklet for Guangdong, Hong Kong and Macao” was jointly produced by both sides in collaboration with the Economic Services of the Macao Special Administrative Region to facilitate enterprises and the public to obtain information about IP systems in the three places and enhance the level of IP awareness and use of the IP systems in the three places. The booklet contains information about the IP legislations, procedures of application for registration and remedies for infringement in Guangdong, Hong Kong and Macao.

6. To take forward exchanges between IP agents in Guangdong and Hong Kong

The second “Exchange Programme for IP Agents in Guangdong and Hong Kong” was jointly organised in Hong Kong in April 2009. Participants included representatives from 17 IP

agencies in Guangdong and Hong Kong. Issues including establishment and further development of mode of IP cooperation involving foreign parties, comparison of IP legal practices and implementation in Mainland and Hong Kong as well as the development of internal system for organisations providing IP services were discussed. The Guangdong delegation also conducted study visits to two IP agencies in Hong Kong.

7. To take forward exchanges between enterprises of creative industries in Guangdong and Hong Kong

The “Exchange Programme for Enterprises in Creative Industries in Guangdong and Hong Kong” was jointly organised in Hong Kong in July 2009. The programmes include an introduction of the concept of intellectual capital management, visits to the Cyberport, the InnoCentre, the Hong Kong Science and Technology Parks, the Hong Kong Applied Science and Technology Research Institute and exchanges in the exploitation and management of IP with representatives from Hong Kong enterprises of creative industries.

8. To deepen the enterprises’ and the public’s understanding of IP systems of the two places through conventions and exhibitions

Both sides jointly participated in the 105<sup>th</sup> China Import and Export Fair in May 2009. To deepen the understanding of IP systems in both places among enterprises, information about IP systems in both places was displayed and representatives were sent to provide on-the-spot assistance in response to enquiries relating to application for registration.

9. To continue carrying out exchange programme for teachers with a view to strengthening exchanges on IP education in primary and secondary schools

GDIPPO organised a group of 6 primary and secondary teachers from IP education pilot schools in Guangdong to visit Hong Kong in January 2009 to observe the training course for the “IP Tutor Programme” held by IPD. The delegation attended trainings with over 50 teachers from Hong Kong to learn the basic IP knowledge, as well as the skills for classroom management and teaching. They also discussed and exchanged with representatives of IP Tutors in Hong Kong.

10. To refine the report for the study on “The relationship between company registration and trade mark registration in Guangdong and Hong Kong and its current situation”

Both places are further refining the report.

11. To continue the study on “Creative industries in Guangdong and Hong Kong”

The study on “Creative industries in Guangdong and Hong Kong” is basically completed.

12. To continue to regularly update the “IP Database for Guangdong, Hong Kong and Macao” and “Guangdong/Hong Kong IP Cooperation Corner”

Apart from regularly updating and enriching the contents of the “IP Database for Guangdong, Hong Kong and Macao”, GDIPO and IPD established the “Guangdong/Hong Kong IP Cooperation Corner” in the respective official websites to disseminate the latest information and further promote IP cooperation between Guangdong and Hong Kong.

13. To assist Hong Kong residents to apply for National Qualification Examination for Patent Agents at Guangzhou examination centre

IPD assisted Hong Kong residents to apply for National Qualification Examination for Patent Agents held in November 2008, and promoted the pre-examination preparatory course organised by Guangdong Province.

14. To take forward exchanges between IP-related non-government organisations in Guangdong and Hong Kong

The two sides continued to actively invite IP-related non-government organisations of both places, such as the Hong Kong Trade and Development Council, the Federation of Hong Kong Industries, the Law Society of Hong Kong, The Hong Kong Institute of Trade Mark Practitioners, Asia Patent Attorneys Association Hong Kong Group, the Guangdong Patent Agency Association, Shenzhen Patent Association, Zhongshan Modern Service Association and the Zhongshan Productivity Promotion Center to participate in various talks and seminars in both places to further strengthen cooperation and exchanges between the parties.