

Intellectual Capital Management Consultancy Programme Launched

The Government, in collaboration with the business community, launched an Intellectual Capital Management Consultancy Programme today (March 5). The programme offers a free consultancy service to enterprises, especially small and medium enterprises, to help them cultivate and manage their intangible assets for the long-term economic benefits of Hong Kong.

Speaking at the launching ceremony, the Under Secretary for Commerce and Economic Development, Mr Gregory So, said, “Intellectual Capital Management (ICM) is an effective tool for value creation with the minimum financial investment.

“We warmly welcome enterprises in Hong Kong to take advantage of this programme so that they can maximise their business potential and gain a competitive edge in the knowledge economy.”

Under the programme, an Intellectual Capital Management Consultant will visit the office of a participating enterprise two times to help them identify their intellectual assets and make plans for exploiting their assets in a well-organised manner.

“We aim to approach 30,000 organisations to raise their awareness of ICM,” the Director of Intellectual Property, Mr Stephen Selby, said at the ceremony.

“By introducing this new set of simple management tools in Hong Kong, we hope that enterprises can identify their intangible resources including valuable intellectual property, assess risks involved in protecting these resources and develop an effective strategy to minimise business risk. No enterprise is too small to benefit from this programme,” Mr Selby said.

The first phase of the programme is open for application from now until September 30. Participating enterprises will receive a free set of ICM training materials and a certificate to recognise their participation.

The programme is organised by the Intellectual Property Department and co-organised by the Innovation and Technology Commission and the Trade and Industry Department. It has also gained valuable support from a number of supporting organisations, namely the Federation of Hong Kong Industries, Hong Kong Cyberport

Management Company Limited, the Hong Kong General Chamber of Commerce, the Hong Kong Science and Technology Parks, the Hong Kong Trade Development Council, the Chinese General Chamber of Commerce, the Chinese Manufacturers' Association of Hong Kong, the Hong Kong Chamber of Small & Medium Business Ltd. and the Hong Kong Council of Social Service.

Details of the programme can be found on www.ipd.gov.hk/eng/icm.htm

Ends

Thursday, March 5, 2009