

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

**Progress of Guangdong/Hong Kong Exchanges and Co-operation on
Intellectual Property (IP)**

1. Continuing to organise roving Seminars on IP and Development of Small and Medium Enterprises (SMEs) in Guangdong

A Guangdong/Hong Kong Seminar on IP and Development of SMEs, entitled “IP Trading and Capitalisation”, was jointly organised by the two sides in Foshan in June 2012. Topics including the latest development of IP systems in the Mainland and Hong Kong and IP trading were introduced by IP administrators, professionals, academics and representatives of SMEs and IP intermediaries of Guangdong and Hong Kong. Over 230 participants attended the seminar.

2. Enhancing the Guangdong/Hong Kong co-ordination mechanism for IP-related cases

The concerted efforts of IP law enforcement agencies in Hong Kong and the Mainland led to further progress in the enhancement of the Guangdong/Hong Kong co-ordination mechanism for IP-related cases. In April 2012, Operation “Hailong” (sea dragon), jointly launched by the customs administrations of Guangdong, Hong Kong and Macao in the first half of 2011 to combat cross-boundary transportation of IP infringing goods, was selected by the State Intellectual Property Office, State Administration for Industry and Commerce, National Copyright Administration, General Administration of Customs and Ministry of Public Security of the People’s Republic of China (PRC) as one of the nation’s top ten IPR protection events in 2011. In December 2011, the Hong Kong Customs and Excise Department (Hong Kong Customs) and the Customs Administration of Laogang, Huangpu conducted parallel operations code-named “Haigang” (harbour), targeting at the recent increase in IP infringing goods smuggled out of Guangdong. During the operations, the Guangdong side detected a total of nine suspected cases of infringement and seized 45 000 items of suspected infringing goods, while the Hong Kong Customs detected three infringement cases and seized over 650 000 infringing articles valued at more than HK\$14.9 million.

Since July 2011, the Guangdong Provincial Public Security Department (GDPSD) has offered assistance to the Hong Kong Customs in the investigation of seven cases. In May 2012, officers of the Economic Crime Investigation Bureau (ECIB) of GDPSD

visited the Hong Kong Customs to discuss strategies against online sale of bogus medicines. The visit led to the formal establishment of a direct liaison channel and a case co-ordination mechanism between the Hong Kong Customs and the Economic Crime Investigation Team of the Shenzhen Municipal Public Security Bureau.

3. Launching the “No Fakes Pledge” Scheme

In 2011, the Guangdong Intellectual Property Office (GIPO), Copyright Bureau of Guangdong Province (GDCB) and Guangdong Province Administration for Industry and Commerce (GDAIC) jointly announced the launch of the “No Fakes Pledge” Scheme in all 21 cities at the prefectural level in Guangdong Province, as well as Shunde District, Foshan. Nearly 1 000 more merchants and enterprises in Guangdong Province joined the scheme during the year. Award presentation ceremonies for the scheme were held in a number of prefecture-level cities.

4. Organising exchange programmes for enterprises of the copyright industries in Guangdong and Hong Kong

In May 2012, a 13-member delegation led by the Administration of Press and Publication (Copyright Bureau) of Guangdong Province visited Hong Kong to conduct exchanges with the local copyright industries. The delegation met with representatives of the Intellectual Property Department (IPD) of Hong Kong, Hong Kong Customs, Advisory Board of the Hong Kong Business Valuation Forum (HKBVF), International Federation Against Copyright Theft – Greater China (IFACT-GC), Hong Kong, Kowloon and New Territories Motion Picture Industry Association (MPIA), Movie Producers and Distributors Association of Hong Kong (MPDA), Federation of Hong Kong Industries (FHKI), Hong Kong Trade Development Council (HKTDC) and Asian Licensing Association (ALA), and exchanged views with them.

5. Supporting participation in the Guangdong Children Invention Award by non-government organisations (NGOs) in Hong Kong

After active communication with the GIPO, the IPD encouraged and provided financial support for the Hong Kong Invention Association to nominate Hong Kong students to participate in the 10th Guangdong Children Invention Award. Three representatives from Hong Kong presented 14 inventions at the Open Exhibition and Final Assessment held at the Guangdong Science Center in June 2012, obtaining eight Special Awards and one Excellent Group Award.

6. Supporting application for Guangdong Provincial Famous Trademarks by HK-invested enterprises in Guangdong

The IPD encouraged HK-invested enterprises in Guangdong to apply for Guangdong Provincial Famous Trademarks by informing them of the arrangements and publicising relevant information on different occasions. So far in 2012, 55 new applications and 91 renewal applications have been received from HK-invested enterprises, representing respectively 12.97% and 14.35% of all 424 new applications and 634 renewal applications received this year. As at the end of 2011, HK-invested enterprises in Guangdong owned 402 Guangdong Provincial Famous Trademarks, accounting for about 15.65% of all such trademarks (2 568 in total) in the whole province.

7. Assisting Hong Kong residents in sitting for the National Qualification Examination for Patent Agents 2011 at the Guangzhou examination centre

The National Qualification Examination for Patent Agents 2011 was held at 18 examination centres across the country in November 2011. The IPD actively assisted Hong Kong residents in sitting for the examination. The Guangdong side informed the Hong Kong side of the details of the preparatory courses for the examination in a timely manner. In 2011, a total of 39 Hong Kong residents sat for the examination and four of them passed the examination.

8. Updating the “IP Database for Guangdong, Hong Kong and Macao” and “Guangdong/Hong Kong IP Co-operation Corner”

Members of the Guangdong/Hong Kong Expert Group on the Protection of IPRs regularly updated the “IP Database for Guangdong, Hong Kong and Macao” and “Guangdong/Hong Kong IP Co-operation Corner”, incorporating the latest information on IP law enforcement in Guangdong, Hong Kong and Macao (in both Chinese and English) and hyperlinks to information on IP trading.

9. Facilitating exchanges between IP-related NGOs in Guangdong and Hong Kong

The IP departments of Guangdong and Hong Kong continued to promote exchanges and co-operation between IP-related NGOs in the two places. IP-related NGOs, including the HKTDC, FHKI, IFACT-GC, MPIA, MPDA, ALA and Advisory Board of HKBVF, were invited to participate in various activities jointly organised by both sides, which served as platforms for exchanges and co-operation.

10. Co-organising community publicity activities

In July 2011, the Hong Kong Customs, Guangdong Sub-Administration of China Customs (Guangdong Customs), GDCB and Macao Customs Service jointly organised in Hong Kong the Seminar on IP Protection and Enforcement in Guangdong, Hong Kong and Macao to brief the local trade on the IP protection work of the customs administrations of the three places. In November 2011, the Hong Kong Customs and FHKI co-organised the Seminar on IP Protection and Enforcement in the Mainland, inviting representatives of the Guangdong Customs, GDAIC and ECIB to introduce the IP protection work of Guangdong Province.

11. Organising exchange activities on copyright knowledge and copyright protection for secondary students in Guangdong and Hong Kong

Exchange activities on copyright knowledge and copyright protection were jointly organised by the Hong Kong Customs, GDCB and Guangdong Customs for youths in both Guangdong and Hong Kong. The IPD strongly supported the activities and helped arrange exchange visits for young people in the two places. Thirteen secondary students from Hong Kong visited Guangzhou in December 2011 while fifteen youths from Guangzhou visited Hong Kong in May 2012.

12. Developing IP trading in Guangdong and Hong Kong

Guangdong and Hong Kong studied and promoted the concept of IP trading through various measures, including the provision of hyperlinks to information on IP trading in the “IP Database for Guangdong, Hong Kong and Macao” and the websites of some members of the Guangdong/Hong Kong Expert Group on the Protection of IPRs. In addition, the topic was also covered by the Guangdong/Hong Kong Seminar on IP and Development of SMEs held in Foshan, which was entitled “IP Trading and Capitalisation”.

13. Jointly producing a song to commemorate the 10th anniversary of Guangdong/Hong Kong co-operation on IP protection

The two sides jointly composed a commemorative song entitled “粵港攜手 共創未來” (Guangdong/Hong Kong joining hands to shape the future) and produced a music video to highlight the accomplishments of Guangdong/Hong Kong IP co-operation in the past decade.

14. Jointly compiling a commemorative pictorial book entitled《粵港攜手 共創未來—粵港知識產權合作十年巡禮（2002-2012年）》(*Guangdong/Hong Kong Joining Hands to Shape the Future — An Overview of 10 Years of Guangdong/Hong Kong Co-operation on Intellectual Property Protection (2002-2012)*)

To tie in with the 10th anniversary of Guangdong/Hong Kong co-operation on IP protection, the two sides collaborated to compile a commemorative pictorial book entitled *Guangdong and Hong Kong Joining Hands to Shape the Future — An Overview of 10 Years of Guangdong/Hong Kong Co-operation on Intellectual Property Protection (2002-2012)* to showcase and publicise the accomplishments of Guangdong/Hong Kong IP co-operation over the past decade.