

Intellectual property seminar staged in Zhanjiang

An intellectual property (IP) seminar aimed at strengthening support for Hong Kong-based small and medium enterprises (SMEs) in the Southwest of Guangdong Province was held in Zhanjiang today (March 27).

The "2006 Guangdong-Hong Kong Intellectual Property and Small and Medium Enterprises (SMEs) Development Seminar (Zhanjiang)" is organised by the Intellectual Property Department (IPD) of the HKSAR Government, in collaboration with the Hong Kong Trade Development Council, the Guangdong Provincial Intellectual Property Office and the Municipal Government of Zhanjiang.

The Director of Intellectual Property, Mr Stephen Selby, said that the seminar was a continuing cooperative effort between Hong Kong and Guangdong to promote intellectual property protection among Hong Kong SMEs. It follows on the success of similar seminars organised in Dongguan, Shaoguan, Shunde, Huizhou and Jiangmen in the past two years.

"Located at the very south of China, Zhanjiang was a well-known industrial base in 80's. Now the main focuses in the area are on agriculture, fisheries and processing industry. By employing the intellectual property concepts in these businesses, such as applying new patented technologies in growing plants or using brand names in promoting their products, these SMEs can effectively build up the image of their businesses and at the same time, create profit to them."

"The seminar in Zhanjiang is intended to show SMEs in the region how intellectual property can be used as a tool for wealth creation. We shall also be showcasing the professional services relating to intellectual property that are available through Hong Kong. After the seminar, we hope that the participants will better understand the needs to use and protect their patents, designs and trademarks," Mr Selby said.

"This seminar is in line with the national IP strategy of the Eleventh Five-year Plan. In addition, this should be a good opportunity to investigate what role Hong Kong may be able to play in developing a creative economy (for example, developing new plant varieties) in rural and agricultural areas, in line with the latest Central Government policies," he added.

For details of the seminars, please visit the IPD's website at www.ipd.gov.hk.

Ends/Monday, March 27, 2006

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