

## **Fourth IPD Open Day launched**

Small and medium enterprises (SMEs) showcased their achievements in exploiting intellectual property today (February 8) at an Intellectual Property Department Open Day the theme of which was “Intellectual Property – A key to Enterprise Wealth Creation”.

This is Intellectual Property Department’s fourth Open Day and the first time that SMEs have been invited to exhibit their achievement.

Officiating at the opening ceremony of the Open Day, Chairman of the Legislative Council Panel on Commerce and Industry Mr Vincent Fang said intellectual property management concepts were now taking root in the Hong Kong business community.

“The SME exhibitors here have shared with us their success stories through the acquisition, exploitation and protection of intellectual property rights – evidence that intellectual property is a key to enterprise wealth creation. I am sure their success stories will be an inspiration to other forward-looking SMEs as well as the business community at large.”

The Intellectual Property Department has been striving to raise awareness and promote respect for intellectual property right among the business community through innovative publicity programmes and schemes.

The “Business Software Certification Programme” is a pilot scheme recently launched to provide free consultancy services to the business community for better management of their software assets.

Another trendsetting activity of the department is its e-business model. The computer systems for registration of trademarks, patents and designs are now fully automated; and web-based search, filing, publication and payment are now available around the clock. In 2006, around 47% of applications for registration of trade marks were filed electronically. The figures show that the e-Filing system is a popular service amongst filers.

In recognition of e-filers active supports and participation in using Intellectual Property Department’s electronic services, awards were presented to 20 top e-Filers today by Mr Fang and the Director of Intellectual Property, Mr Stephen Selby.

About 200 guests participated in today's Open Day. They included the major stakeholders in IP industry (the legal community and related IP associations), academics, guests from Guangdong Province, consulate staff and representatives from the public sector.

The Open Day will last until tomorrow for invited guests including members of the business and trade organisations.