IFA©T-GC

INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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IFA©T-GC PROVIDES ANTI-PIRACY UPDATES FOR LAW ENFORCEMENT IN HONG KONG

Training on latest trends in piracy arranged in association with MPA, CODA and CJ Mark Committee

Hong Kong – On October 22, the International Federation Against Copyright Theft – Greater China (IFA©T-GC), representing the Motion Picture Association (MPA), in association with the CJ Mark Committee (CJ Mark) of the Content Overseas Distribution Association (CODA) conducted an anti-piracy training seminar for Law Enforcement Agency in Hong Kong. The seminar, intended to update frontline law enforcement officers on the latest trends in piracy and identification of pirate products, was attended by more than 60 Hong Kong Customs Officials.

Ben Ho, head of Hong Kong Customs Intellectual Property Investigation Bureau, underlined the importance of the partnership between and Customs and industry in fighting copyright piracy. "The law enforcement and the rights holders should engage in more exchanges in order to curb copyright piracy. Hong Kong Customs will spare no efforts in clamping down on the trade in pirated goods," he said.

Mr Ho added: "As new products are from time to time launched in the market, ways to quickly differentiate the pirated goods are increasingly important to law enforcement officers. Regular updates by the industry on the new measures and devices to enable or expedite identification of the pirated goods will certainly help the law enforcement better meet their investigation needs."

IFA©T-GC Executive Director and General Manager Sam Ho said: "Enforcement is an essential component of an effective IPR protection strategy and the support given to rights holders by Hong Kong Customs is very much appreciated by the MPA, CODA and the CJ Mark Committee."

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About the MPA: *The Motion Picture Association (MPA) represents the interests of major motion picture companies in the global marketplace. On behalf of its member companies, the MPA conducts investigations around the world, assists with the criminal and civil litigation generated by such cases, and conducts education outreach programs to teach movie fans around the world about the harmful effects of piracy. The MPA directs its worldwide anti-piracy operations from its headquarters based in Los Angeles, California and has regional offices located in Brussels (Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and Singapore (Asia-Pacific). The MPA's anti-piracy activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local filmmakers alike. The MPA member companies include: Buena Vista International, Inc.; Paramount Pictures*

Corporation; Sony Pictures Releasing International Corporation; Twentieth Century Fox International Corporation; Universal International Films, Inc.; and Warner Bros. Pictures International, a division of Warner Bros. Pictures Inc. For more information about the MPA, please visit www.mpa-i.org.

About the IFA©T-GC: *The International Federation Against Copyright Theft was established in 2006 by the Motion Picture Association to protect the film industry in the Greater China region from the adverse impact of copyright theft. IFA©T-GC works closely with its supporters, government and enforcement authorities to protect the Greater China film and television industry, retailers and movie fans. For more information about IFA©T-GC, please visit www.ifact-gc.org.*

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