



INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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HONG KONG FIRING ON ALL CYLINDERS ON WORLD IP DAY

Education and Enforcement Action Marks World Intellectual Property Day

Hong Kong – April 26 has been designated World Intellectual Property Day by the World Intellectual Property Organization and Hong Kong once again demonstrated its regional leadership role in the protection of Intellectual Property Rights (IPR). The International Federation Against Copyright Theft – Greater China (IFACT-GC) and other representatives from the creative industries participated in a range of activities aimed at enhancing IPR protection with the Education & Manpower Bureau (EMB), the Intellectual Property Department (IPD) and Customs & Excise Department (Customs).

EMB officials and IFACT-GC representatives met to discuss the importance of incorporating IP-related information into the current schools' liberal studies program and how IFACT-GC can help achieve this goal. Both sides look forward to close cooperation on this important issue – today's students are tomorrow's creators, and developers of intellectual property and respecting copyright will ensure a bright future for the next generation of creators.

IPD Director Mr. Stephen Selby kicked off a campaign of school visits aimed at encouraging secondary school students to respect intellectual property rights by avoiding unauthorized file sharing of copyrighted movies and music.

During the campaign IPD will distribute copies of a Motion Picture Association-developed booklet outlining the dangers of illegal peer-to-peer (P2P). The booklets, titled "***Illegal File-Sharing: The Risks Aren't Worth It***", were developed by MPA to advise young people that users of P2P services may expose their computers to harmful viruses, worms, Trojan horses and annoying pop-ups, and risk data loss and identity theft.

Legislative Councilor The Hon. Sin Chung Kai organized a seminar on "***The Digital Agenda Forum: The Challenge of Copyright in Digital Age***". Attended by many key players from Hong Kong's IPR protection and Internet communities, the seminar was a useful opportunity to exchange views on this important topic.

Later on the same day Customs confirmed that 64 Officers from the Intellectual Property Investigation Bureau, 42 officers from the Special Task Force and IFACT-GC representatives jointly raided 14 shops across Hong Kong. Seven men and a woman, aged between 34 and 66 were arrested during the operation and 30,959

pirated optical discs were seized, causing an estimated revenue loss of US\$74,695 (HK\$582,625) to the pirates.

IFACT-GC Executive Director Sam Ho said “Copyright enforcement must be balanced by copyright education, with government and industry working together toward mutually agreed objectives that will protect intellectual property, foster creativity, and enable economic and societal growth. The broad spectrum of activities taking place in Hong Kong on World Intellectual Property Day shows commitment from government, legislators, law enforcement officials and the creative industries and focuses on enforcement, legislation and education. This joint approach is essential for success in the fight against movie piracy – indeed, all forms of intellectual property theft – success that will protect these vital creative industries and the jobs and wealth they create”.

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World Intellectual Property Day is observed annually on April 26. The event was established by the World Intellectual Property Organization (WIPO) in 2001 to "raise awareness of the role of intellectual property in our daily lives, and to celebrate the contribution made by innovators and artists to the development of societies across the globe". They chose April 26, the date on which the Convention establishing WIPO originally entered into force in 1970. (Source: WIPO official website)

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.

About the IFACT-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 members, government and enforcement authorities to protect the Greater China film and television industry, retailers and movie fans.

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