IFA©T-GC

INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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STAKEHOLDERS UNITE TO PROMOTE IPR RESPECT

IFACT-GC Invites Educators, Creators and Students to Film Screening under IPR Ambassadors Program

Hong Kong – On October 11, the International Federation Against Copyright Theft – Greater China (IFACT-GC) organized a private screening of the award winning movie "*Tangshan Tangshan*" for IPR Ambassadors and other students from the Hong Kong Institute of Vocational Education (IVE). The movie's director, Mr. Kevin Chu, was the Guest of Honor, gracing the event and introducing his movie to a packed auditorium at the Hong Kong Film Archive.

"Everyone working in the movie and other creative industries has a responsibility to protect creative content," said Kevin Chu. "I hope that an insight into the sheer hard work and financial risk required to realize a creative vision will encourage these young people to respect all creative content."

"IVE educates, trains and prepares students for a career in a wide spectrum of industries, including movies, TV and other creative industries," said Ms. Ivy Liu, Senior Student Affairs Officer, IVE (Sha Tin). "Raising awareness of the damage caused to those industries by piracy is an important part of preparation, so students can work to protect those industries. The IPR Ambassadors programme builds Ambassadors' own awareness and provides an opportunity for them to outreach to other students studying at IVE. "

"This event has brought together a range of IPR stakeholders," said Sam Ho, Executive Director and General Manager of IFACT-GC. "Piracy will be reduced as the awareness of the value of those movies and the damage caused by piracy increases. Events like this screening allow young people to talk directly to someone who has created a movie and can only increase their respect for creative content."

The IPR Ambassadors programme organized by IFACT-GC and the IVE was officially launched on May 23, 2007. The programme is unique in that it works with young people training for a career in the creative industries in order to raise their awareness of the harm caused by IPR theft. The programme includes IPR-related seminars, visits and other activities designed to inform the IPR Ambassadors so they can effectively encourage their fellow students, friends and family to respect IPR.

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About the MPA: *The Motion Picture Association and Motion Picture Association – International (MPA) represent 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 IFACT-GC: *The International Federation Against Copyright Theft – Greater China 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. IFACT-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 IFACT-GC, please visit www.ifact-gc.org.*

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