



INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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IFACT-GC PROVIDES ANTI-PIRACY UPDATE TO ENFORCEMENT UNITS IN HONG KONG AND MACAU

Over 110 Customs Officials Attend Seminars with Rights Holders Reps

Hong Kong – On October 21 and 22, the International Federation Against Copyright Theft – Greater China (IFACT-GC), in association with the CJ Mark Committee (CJ Mark) of the Content Overseas Distribution Association (CODA) conducted two anti-piracy training seminars for Law Enforcement Agencies, one in Hong Kong (21st) and one in Macau (22nd). The seminars, attended by more than 110 Customs Officials, provided the latest information on the latest trends in hard goods and online piracy and the identification of faked Blu-ray discs.

The seminars opened with addresses from Mr. Ben Ho, Head of Hong Kong Customs Intellectual Property Investigation Bureau in Hong Kong and Mr. Ian Chan Un, Senior Superintendent and Head of Intellectual Property Rights Enforcement Division of Macau Customs Service in Macau.

“Effective enforcement depends on good cooperation between rights holders and enforcement agencies,” said Mr. Ben Ho. “Regular updates by the industry are very useful to our officers in keeping track of the piracy trends of their products locally and worldwide. Co-operation between Hong Kong Customs and IFACT-GC, the CJ Mark and CODA in identifying and fighting piracy in Hong Kong has been smooth and effective over the past years.”

“The Macau Government has a zero tolerance policy for movie piracy and other IPR crimes,” said Mr. Vong Man Chong, Chief Superintendent, Head of Intellectual Property Rights Department of Macau Customs Service. “The information in the training sessions from IFACT-GC keeps us up-to-date on piracy trends, making our enforcement more effective.”

“IFACT-GC is working hard with rights holders, the government and other stakeholders to raise respect for intellectual property in general and movies in particular,” IFACT-GC Executive Director and General Manager Sam Ho said. “However effective enforcement against copyright thieves will always be required and the MPA, CJ Mark and CODA very much appreciate the excellent support given by both Hong Kong Customs and Macau Customs.”

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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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