



INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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WCO RECOGNIZES MPA'S COLLABORATION WITH HONG KONG CUSTOMS IN IPR PROTECTION

World Customs Organization Presents Certificate of Merit to MPA on International Customs Day 2010

Hong Kong – The Motion Picture Association (MPA) today received a Certificate of Merit from the World Customs Organization (WCO) in recognition of its outstanding contribution over the past years in collaborating with the Hong Kong Customs in IPR protection in Hong Kong. MPA was one of the four organizations recognized for the said contribution.

Six non-government organizations were recognized at today's presentation ceremony held during the cocktail reception for International Customs Day 2010 at the Disciplined Service Sports and Recreation Club in Causeway Bay, Hong Kong. A total of ten Certificates of Merit were presented to the private sector representatives and Hong Kong Customs officers on behalf of World Customs Organization by Mrs. Rita Lau Ng Wai-lan, JP, Hong Kong's Secretary for Commerce and Economic Development.

In 1984, the WCO designated January 26 "International Customs Day" with the aim of fostering closer working relationships among Customs authorities and promoting international trade. The theme for International Customs Day 2010 is "Customs and business: improving performance through partnership" and the award of Certificates of Merit recognizes the importance of the partnership between customs organizations and private sector stakeholders in facilitating and safeguarding world trade.

"The choice of the theme and the decision to award WCO certificates of merit to outside individuals and organizations does not only represent a new development in the WCO," said Mr. Richard Yuen Ming-fai, JP, Commissioner of the Hong Kong Customs & Excise Department. "It also represents a recognition that through building partnerships with the business community, we could achieve better Customs compliance through less regulation, creating a win-win situation for all."

"I am very proud to accept this honor on behalf of MPA," said Sam Ho, Director of Operations (Greater China) for MPA Asia Pacific and Executive Director and General Manager of the International Federation Against Copyright Theft (Greater China), who received the award. "Effective IPR protection requires a good strategic partnership between all stakeholders and we have been very fortunate in Hong Kong to have the support of such a professional and efficient partner as the Hong Kong Customs and Excise Department. I look forward to a continued excellent working relationship with Commissioner Yuen and all his staff."

Representing 176 Customs administrations across the globe, the WCO is an independent inter-governmental body founded in 1952 with the principal objective of enhancing the effectiveness and efficiency of Customs administrations.

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About the MPA: *The Motion Picture Association (MPA) and Motion Picture Association International (MPA-I) represent the interests of major motion picture companies in the global marketplace. As part of this, it investigates and reports on activities infringing its member companies' intellectual property rights, assists with the resulting criminal and civil litigation to protect their copyrights, and conducts education outreach programs to teach movie fans around the world about the harmful effects of piracy. These activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local filmmakers alike.*

The organization's worldwide anti-piracy operations are directed from its headquarters in Los Angeles, California and overseen at the regional and local market levels by teams located in Brussels (Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and Singapore (Asia Pacific). Its member companies include: Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment 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 the IFACT-GC, please visit www.ifact-gc.org.*

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