



Officiating guests and speakers pose for a photo

主禮嘉賓和講者合照



Mr. Albert Ho speaks on combating counterfeiting of goods in Hong Kong

何仕景先生講解香港如何打擊冒牌貨

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Archive

EUAP Hong Kong kicks off its Intellectual Property Hong Kong-European Union Series 2013

「香港 - 歐盟知識產權系列•二零一三」正式揭幕

The European Union Academic Programme (EUAP) Hong Kong held an expert mini- conference on 2 September to kick off its Intellectual Property Hong Kong-European Union Series 2013 with eminent guest speakers from the European Union and the HKSAR Government.

The conference on “Hong Kong - European Union Cooperation in Protecting and Developing Intellectual Property and Brands: Current Situation and Future Trends”, which attracted over 150 participants, featured five presentations and two panel discussions. Professor Rick Wong, Vice-President (Research and Development) of HKBU, and Mr. Stefan Amarasinha, Head of Trade and Economic Section, EU Office to Hong Kong and Macau, officiated at the opening ceremony.

Mr. Anders Jessen, Head of Unit for Public Procurement and Intellectual Property, Directorate General Trade, European Commission Brussels, and Mr. Mayan Vaid, Intellectual Property Director, Louis Vuitton Asia-Pacific Ltd., welcomed Hong Kong's comprehensive, constructive intellectual property rights measures. They also appreciated the enormous progress made by the government on the Mainland. Nonetheless cases of counterfeiting and smuggling are actually increasing up to a point where they may threaten Europe's innovative industry and therefore EU-China trade relations as a whole.

In reply, Mr. Albert Ho, Assistant Commissioner, Intelligence and Investigation Branch, Hong Kong Customs, outlined various existing systems of intelligence and monitoring criminal activities in cooperation with Mainland and EU authorities.

Mr. Matthew Laight, EU China IPR SME Helpdesk Expert, emphasised that companies can protect themselves to a considerable degree by meticulously paying attention to intellectual property rights registrations in China and internationally as well as contract-based relationships with Chinese partners and, not the least, internal company organisation. In actual cases of fraud, however, the enforcement of registered intellectual property rights remains a lengthy process

In that context, Mr. Peter Cheung, Director, Intellectual Property Department, HKSAR Government, explained new efforts undertaken by the HKSAR Government as well as innovative entrepreneurs to assist in 'monetising' (i.e. defining, registering and protecting) sensitive knowledge of and within companies.

The Intellectual Property Hong Kong-European Union Series 2013 will include a series of conferences and public seminars as well as a creative arts competition with the general theme of protecting intellectual property rights and brands in business and creative industries in Hong Kong. The series is organised by EUAP Hong Kong in collaboration with the European Chamber of Commerce, the European Brands Protection Council and supported by the Intellectual Property Department of the HKSAR Government, the Office of the European Union to Hong Kong and Macau, Hong Kong Design Institute, Hong Kong Design Center, and the Department of Marketing, the Academy of Visual Arts and the Academy of Film of the School of Communication at HKBU as well as a number of private enterprises.

香港歐洲聯盟學術計劃於九月二日舉行知識產權研討會，為「香港 - 歐盟知識產權系列•二零一三」揭開序幕。是次研討會的焦點是歐洲和香港在知識產權保護和執法方面的現狀和未來，由來自歐盟和香港特區政府的高級官員和專家主講。

研討會包括五場演講和兩個小組討論，吸引了大約一百五十名來自不同界別的人士參與。開幕禮由浸大副校長(研究及拓展)黃偉國教授和駐香港及澳門歐盟貿易及經濟部門主管Stefan Amarasinha先生主禮。

研討會上，歐盟委員會貿易部公共採購和知識產權主管Anders Jessen先生和LV亞太區知識產權主管Mayank Vaid先生對香港的全面及建設性知識產權保護措施表示歡迎，同時亦欣賞中國政府在保護知識產權上的進展。但他們指出，假冒和走私的案件仍有增加趨勢，情況對歐洲的創意產業，甚至歐盟與中國的貿易關係造成威脅。就打擊假冒和走私案件上升的問題上，香港海關助理關長(情報及調查)何仕景先生向在場人士介紹了由內地和歐盟合作的各種智能和監測犯罪活動系統。

中國 - 歐盟知識產權中小企服務台專家Matthew Laight先生強調，企業可透過細心留意中國和國際知識產權的註冊程序及與中國建立以合同為基礎的合作夥伴關係來保護業務，但他指出要加強註冊知識產權的執法，過程仍然漫長。就此問題，香港知識產權署署長張錦輝先生講解了香港特區政府和創新企業家採取的新措施，就是去界定、註冊和保護公司的敏感知識。

「香港 - 歐盟知識產權系列」由香港歐洲聯盟學術計劃、歐洲商務協會和歐洲品牌保護委員會合辦，並獲香港特區政府知識產權署、駐香港及澳門歐盟辦公室、香港知專設計學院、香港設計中心、浸大的市場學系、視覺藝術院和傳理學院電影學院，以及多間企業支持。活動包括一系列會議和公開講座，以及以保護香港知識產權和商業及創意產業品牌為主題的創意藝術比賽。