

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

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

Event Information

HK/EU Expert Conference

“Cooperation in Protecting & Developing IP and Brands: Current Situation & Future Trends”

Main Discussants:

Mr. Anders Jessen, Head of Unit for Public Procurement & Intellectual Property, Directorate General Trade, European Commission Brussels

Mr. Stefan Amarasinha, Head, Trade and Economic Section, European Union Office to Hong Kong and Macau

Mr. Peter Cheung, Director, Intellectual Property department, HKSAR Government

Mr. Albert Ho, Assistant Commissioner, Intelligence and Investigation Branch, HK Customs

Mr. Mayan Vaid, IP Director, Louis Vuitton Asia-Pacific Ltd.

Mr. Matthew Laight, EU China IPR SME Helpdesk Expert & Head, Bird & Bird's IP Group for China

The discussions were chaired by EUAP key members Prof. Martin Doris of the Faculty of Law, Chinese University of HK, and Dr. Emmanuel Gillet, EUAP Visiting Scholar

Date/Time: 2 September 2013, 9:30am – 1:00pm

Venue: AAB 201, Academic & Administration Building, Hong Kong Baptist University

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 & 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, IP Director, Louis Vuitton Asia-Pacific Ltd., welcomed Hong Kong's comprehensive, constructive IPR measures. They also appreciated the enormous progress made by the mainland Chinese government. 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, HK 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, emphasized that companies can protect themselves to a considerable degree by meticulously paying attention to IPR registrations in China and internationally as well as contract-based relationships with Chinese partners and, not the least, internal company organization. In actual cases of fraud, however, the enforcement of registered IP 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 'monetizing' (i.e. defining, registering and protecting) sensitive knowledge of and within companies.

The IP 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 IPR and Brands in business and creative industries in Hong Kong. The series is organized 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, the Hong Kong Design Institute, the 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 - 歐盟知識產權系列•二零一三」正式揭幕

於九月二日舉行的知識產權會議正式為由香港歐洲聯盟學術計劃和歐洲商務協會聯合舉辦之

「香港- 歐盟知識產權系列•二零一三」揭開序幕。是次會議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。當天會議由數名來至歐盟以及香港特區政府的高級官員和專家擔任演講者，他們各人均就知識產權的議題發表意見。

活動資訊

香港 - 歐盟知識產權和品牌的保護以及發展合作: 現狀與未來趨勢

演講者包括：

Anders Jessen 先生 - 歐盟委員會貿易部、公共採購和知識產權主管

Stefan Amarasinha 先生 - 駐香港及澳門歐盟貿易及經濟部門主管

張錦輝太平紳士 - 香港知識產權署署長

何仕景先生 - 香港海關助理關長(情報及調查)

Mayank Vaid 先生 - LV 亞太區知識產權主管

Matthew Laight 先生 - 中國 - 歐盟知識產權中小企業服務台專家

是次活動由香港歐洲聯盟學術計劃的主要成員，香港中文大學法律系 Martin Doris 教授和訪問學者 Emmanuel Gillet 博士主持。

日期：2013年9月2日，上午9時30分至下午1時

地點：香港浸會大學 AAB201 室曾陳式如演講廳



會議由香港浸會大學黃偉國副校長(研究及拓展)和駐香港及澳門歐盟貿易及經濟部門主管

Stefan Amarasinha 先生主持揭幕。會議分為五回演講以及兩場互動小組討論，吸引了大約一百五十名來自不同界別的人士參與。

會議之中，演講者包括歐盟委員會貿易部、公共採購和知識產權主管 Anders Jessen 先生以及 LV 亞太區知識產權主管 Mayank Vaid 先生分別對香港全面的及具建設性的知識產權保護措施表示歡迎。他們亦同時對內地政府在知識產權發展上的進步表示欣賞。然而，他們亦指出，香港特區政府和內地政府雖已加強知識產權保護的措施，假冒和走私的案件仍有增加趨勢。這個情況對於歐洲的創意產業，甚至歐盟與中國的貿易關係造成了威脅。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由內地和歐盟共同合作的各種智能系統和監測犯罪活動制度。

另外，中國 - 歐盟知識產權中小企業服務台專家 Matthew Laight 先生強調，企業可以透過註冊中國和國際知識產權以及與中國建立以合同為基礎的合作夥伴關係，以保護其業務。然而，他亦同時指出，在假冒案件不斷上升的情況下，要加強註冊知識產權的執法仍然是一個漫長的過程。就著此問題，香港知識產權署署長張錦輝太平紳士向參加者解釋了由香港特區政府以及



創新的企業家採取的新措施，協助他們透過「界定，登記和保護」三個程序，以公司的知識獲利。

會議正式揭幕後，「香港 - 歐盟知識產權系列」將接著舉行一系列會議和公開講座，還有創意藝術比賽，主題均圍繞保護香港知識產權和商業及創意產業品牌。「香港 - 歐盟知識產權系列」

由香港歐洲聯盟學術計劃、歐洲商務協會以及歐洲品牌保護委員會聯合舉辦，並得到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、香港浸會大學營銷學院、視覺藝術學院和電影學院，以及部份私營企業支持。



Officiating guests and speakers pose for a photo

主禮嘉賓和講者合照

The European Union Academic Programme (EUAP) is a consortium of four universities in Hong Kong (Hong Kong Baptist University, The University of Hong Kong, The Chinese University of Hong Kong and Lingnan University), co-financed by the European Union. It is designed to strengthen EU-Hong Kong relations through academic work and enhance the understanding of the EU.



This project is co-funded
by the European Union



Mr. Albert Ho speaks on combating counterfeit goods in Hong Kong
何仕景先生講解香港如何打擊冒牌貨