

Concert marks 5th Anniversary of "I Pledge"

In order to enlist the support of the public and to demonstrate the Government's determination to stamp out piracy and counterfeiting, the Intellectual Property Department (IPD) today (September 25) held the "I Pledge" 5th Anniversary Concert.

Speaking at the opening ceremony of the concert, the Acting Director of Intellectual Property, Mr Peter Cheung, said the pledges by members of the public to support anti-piracy and anti-counterfeiting demonstrated a commitment to protecting intellectual property rights and showing respect for the rights of others, which would also help revitalise Hong Kong's economy.

Mr Cheung said he believed the concert and appeals by the participating entertainers would help enlist the support of the public to not download music or movies illegally from the internet. As a result, Hong Kong's creative industry would be benefited.

Today's concert was held at the Entrance Arena in Shatin New Town Plaza at 3pm. Other officiating guests included Principal Assistant Secretary for Commerce, Industry & Technology, Mr. Donald Chen; Senior Superintendent of the Intellectual Property Investigation Bureau of the Hong Kong Customs & Excise Department, Mr YK Tam; Chief Executive Officer of the International Federation of the Phonographic Industry (Hong Kong Group), Mr Ricky Fung; Senior Public Relations Manager of the Composers and Authors Society of Hong Kong, Ms Candy Tung; Chairman of Hong Kong Invention Association Ltd., Mr. Cheung King Fung; Marketing Manager of Business Software Alliance, Ms. Terry Fung; and Internet Manager of Motion Picture Association International, Mr. Kelvin Sze. Local entertainers including Edmond Leung, Alex Fong, Fiona Sit, Jade Kwan, at17 and Jaycee Chan also joined in the concert to help promote awareness of intellectual property rights (IPR) protection.

Launched in 1999, the "I Pledge" Campaign has attracted over 8,000 members who have pledged that they will not buy pirated and counterfeit goods, and respect the intellectual property rights of others. To celebrate the 5th anniversary of the campaign the IPD also held the "Twins Effect II" movie ticket promotion in August. The department also organises other activities and publishes newsletters to update its members.

Another anti-piracy campaign, the "No Fakes" Pledge, has attracted the participation of over 460 retail merchants, covering more than 3,000 outlets since its launch in 1998. All participating retail traders have committed to not selling or dealing in counterfeit and pirated goods and to

selling only genuine goods. To boost the public's confidence in patronising their shops, these retailers will post "No Fakes" stickers and tent cards in their outlets.

Ends/Saturday, September 25, 2004

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