

"Hong Kong - The Real Experience" Seminar
「正貨之都@香港」保護知識產權講座

Date : 22 March 2004 (Monday)
日期 : 二零零四年三月二十二日 (星期一)

Time : 09:30 a.m. - 12:45 p.m.
時間 : 上午九時三十分至下午十二時四十五分

Venue : Room 301, Hong Kong Convention and Exhibition Centre
地點 : 香港會議展覽中心 301 室

Program Rundown 程序表

- 09:00 Registration 登記
- 09:30 Opening Remarks
by Secretary for Commerce, Industry and Technology
工商及科技局局長曾俊華致辭
- 09:35 Souvenir Presentation to Issuing Bodies and Supporting Organisations of 'No Fakes Pledge' by Director of Intellectual Property
知識產權署署長謝肅方頒發紀念品予各「正版正貨」承諾行動主辦機構和支持機構
- 09:40 Souvenir Presentation to 'IPR Protection Alliance' Members and Announcement of Its Establishment by Commissioner of Customs & Excise
香港海關關長湯顯明頒發「保護知識產權大聯盟」會徽予大聯盟會員及主持大聯盟成立儀式
- 09:50 Opening Ceremony of 'Hong Kong - The Real Experience' Seminar
Officiated by Secretary for Commerce, Industry and Technology, Director of Intellectual Property, Commissioner of Customs & Excise and Representatives of 'Hong Kong - The Real Experience' Supporting Organisations
工商及科技局局長曾俊華、知識產權署署長謝肅方、香港海關關長湯顯明及「正貨之都@香港」支持機構代表聯合主持講座開幕儀式
- 10:00 Marketing Strategy and Benefits of No Fakes Sales
售賣「正版正貨」的市場策略及效益
by Professor Sin Yat Ming, Faculty of Business Administration, The Chinese University of Hong Kong
香港中文大學工商管理學院教授冼日明

- 10:30 Trade Marks Ordinance in the Context of Trade Mark Infringement
《商標條例》說明及商標侵權
by John Wong, Chief Intellectual Property Examiner, Intellectual Property Department, HKSARG
香港特別行政區政府知識產權署總知識產權審查主任黃志榮
- 10:50 Question and Answer Session 答問時間
- 11:05 Break 小休
- 11:25 Customs Enforcement Measures Against Pirated and Counterfeit Goods and Criminal Liability for IPR-Related Offences
香港海關對盜版及冒牌商品的執法措施及有關刑事責任
by Tam Yiu-keung, Senior Superintendent, Intellectual Property Investigation Bureau, Hong Kong Customs & Excise Department
香港海關版權及商標調查科高級監督譚耀強
- 11:45 How to Guard Against the Dealing in Pirated and Counterfeit Goods
如何避免參與買賣盜版及冒牌貨活動
On Trademark:
by Liu Kwok Bond, Director of Design Protection Centre, Federation of Hong Kong Industries
On Copyright:
by Tony Chow, Business Software Alliance
Vivian Lui, Entertainment Software Association
Patrick Wong, IFPI (Hong Kong Group) Ltd.
Sam Ho, Motion Picture Association
Woody Tsung, Motion Picture Industry Association
商標方面：
香港工業總會設計保障中心幹事廖國邦
版權方面：
商業軟件聯盟周東璇
Entertainment Software Association 雷智欣
國際唱片業協會(香港會)有限公司王子田
美國電影協會陳群標
- 12:30 Question and Answer Session 答問時間
- 12:45 END 完