

## SARG to promote HK as a shopping paradise for genuine goods

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The Secretary for Commerce, Industry and Technology, Mr John Tsang said today (March 22) that the SAR Government would spare no efforts in promoting Hong Kong as a “shopping paradise for genuine goods”.

Speaking at the opening ceremony of the “Hong Kong – the Real Experience” seminar, Mr Tsang said that Hong Kong had established a robust regime in intellectual property protection. Piracy situation was firmly under control and the reduction in pirated CDs had gone down to more than 90% .

"This was done by introducing legislations to tackle the problem at source, intensive enforcement efforts against notorious retail blackspots and more importantly, by the concerted efforts of retail outlets not to deal in counterfeit and pirated goods."

"Today's seminar, the “No Fakes” pledge and the establishment of the “IPR Protection Alliance” will further boost the public and tourists’ confidence in shopping here and to revitalize the local economy," Mr Tsang said.

The seminar is one of the events under the “Hong Kong – The Real Experience” campaign which is co-organized by the Intellectual Property Department (IPD) and the Hong Kong Customs. The two major initiatives under the campaign are the “No Fakes” Pledge Scheme re-launched by the IPD and the “Intellectual Property Rights Protection Alliance” established by the Customs in conjunction with the copyright and trademark industry.

The IPD, together with the Hong Kong Record Merchants Association, Hong Kong Retail Management Association and Hong Kong General Chamber of Commerce, launched the “No Fakes” Pledge

Scheme in 1998 to encourage retail traders not to deal in counterfeit and pirated goods so as to strengthen the confidence of consumers in shopping in Hong Kong.

This year, the IPD has invited the Hong Kong Tourism Board, Hong Kong & Kowloon Electrical Appliances Merchants Association, Hong Kong General Chamber of Pharmacy, the Chamber of Hong Kong Computer Industry and Travel Industry Council of Hong Kong to join the Scheme as supporting organisations. At present, more than 380 companies with over 2300 retail outlets are joining the Scheme. The number of member companies has tripled as compared with last year's figure. Participating retail outlets will display a "No-Fakes" stickers for identification.

The Intellectual Property Rights Protection Alliance aims to provide a broad-based platform to strengthen the cooperation between the Customs and the industry. Formed by the Customs and 25 members of intellectual property rights or trademark owners or organisations, the Alliance also marks the determination of the Customs and the industry to combat counterfeiting and piracy. Its major task is to formulate strategies and plans to fight against counterfeiting and piracy; and to monitor such activities in the retail market.

Other officiating guests of today's ceremony included the Director of Intellectual Property, Mr Stephen Selby; the Commissioner of Customs and Excise, Mr Timothy Tong; the Chief Executive of the Consumer Council, Mrs Pamela Chan; the Executive Director of the Hong Kong Tourism Board, Ms Clara Chong; the Chairman of the Travel Industry Council of Hong Kong, Mr Ronnie Ho; and representatives of other organisers and supporting organisations of the "No Fakes" Pledge Scheme.

To enhance the awareness on the protection of intellectual property rights of members in the retail and tourism sectors, the IPD and the Customs, with the full support of the Consumer Council, Hong Kong Tourism Board and Travel Industry Council of Hong Kong, today held the seminar on the benefits of "no fake" sales, how to guard against the dealing in pirated and counterfeit goods, and the latest development in the

legislative regime.

In addition, the “Hong Kong – The Real Experience” campaign includes a road show and exhibition held at the New Town Plaza in Sha Tin last month, a TV Announcement of Public Interest and a TV documentary to be broadcast in April.

Details of the seminar are available at the IPD web site at [www.info.gov.hk/ipd](http://www.info.gov.hk/ipd).

Ends/Monday, March 22, 2004

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