

## Intellectual property seminar staged in Dongguan

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A seminar to strengthen co-operation between Guangdong and Hong Kong on intellectual property matters especially those concerning Small and Medium Enterprises (SMEs) was held in Dongguan today (May 25).

2004 Dongguan Seminar on Intellectual Property and the Development of Small and Medium Enterprises was organised by the Intellectual Property Department (IPD) of the HKSAR Government, in collaboration with Hong Kong Trade Development Council and Guangdong Provincial Intellectual Property Office.

Speaking at the opening of the seminar, the Deputy Director of Intellectual Property, Mr Peter Cheung, said that the seminar was one of the important cooperation programmes on promoting intellectual property protection between Hong Kong and Guangdong following the successful conclusion of the Sixth Plenary of the Hong Kong/Guangdong Co-operation Joint Conference.

"The implementation of the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) and its annex marks a more closer economic cooperation between Hong Kong and Guangdong. Economic integration between the two places had become a major trend of economic development in the region.

"Dongguan is an international processing and manufacturing base as well as an important city for foreign export of the Mainland. Hong Kong enterprises, therefore, have already established a strong investment base in the city. This Seminar is deliberately chosen to be held in Dongguan to allow government officials from Hong Kong and Guangdong can gather together to introduce their respective intellectual property regime to SMEs in the region. This is a significant step to deepen our business sector's awareness on intellectual property protection and management, and foster cooperation on intellectual property matters in the Pearl River Delta Region," Mr Cheung said.

The morning session of the seminar focused on intellectual property protection system in the Mainland and Hong Kong. Topics included how to seek patents protection on new invention and new designs in the People's Republic of China; overviews of trademarks protection in the People's Republic of China; the latest development of

regulations on the protection of intellectual property by custom authority; and intellectual property right protection in overseas market. Speakers included government officials from Guangdong Province and Hong Kong as well as legal professionals in the region.

The two concurrent sessions in the afternoon showcased various success stories of enterprises in exploiting and managing their intellectual assets on products and services. The discussion topics include: successful brand building and marketing in Mainland China; how to use franchising to expand your business; software development and its commercialisation; the road from product design, production to distribution; and business value of patented products, etc.

For programme details of the seminar, please visit the IPD's website at [www.info.gov.hk/ipd](http://www.info.gov.hk/ipd)

Ends/Tuesday, May 25, 2004

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