

## Fifth Survey on Public Awareness of Protection of Intellectual Property Rights

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The fifth annual survey commissioned by the Intellectual Property Department reveals that the people of Hong Kong are increasingly aware of the importance of protecting intellectual property rights.

The survey shows that 92.2% of respondents considered that it is necessary to protect intellectual property rights. Most cited the reason "to protect the interests of inventors and encourage creativity" (55.1%). In addition, similar to previous surveys, 74.5% considered that the current level of intellectual property rights infringement in Hong Kong is serious.

Respondents opined that "raising awareness of intellectual property rights protection and strengthening education" (26.9%) and "full-scale enforcement action against the sale of pirated and counterfeit goods" (25.8%) are measures that could help strengthen protection of intellectual property rights.

"While it is comforting to see a growing respect for intellectual property rights, we still need to do more to get people to turn their good intentions into actions," Mr Stephen Selby, the Director of Intellectual Property, said at a press conference revealing findings of the survey today (Jan 15).

"While respondents are showing more understanding of the value of intellectual property, there are still too many people who can't resist buying and using pirated and counterfeit goods. We shall need to strengthen our education efforts," he added.

80.1% of respondents believed that intellectual property protection could help the development of the local creative industries and the overall development of Hong Kong. 77% felt that the Government should put more resources in developing creative culture and industries in order to create wealth.

"The survey shows that people have positive opinions on the development of creative culture and creative industries. They understand the importance of intellectual property in the development of creative industries, as well as in revitalising the economy of Hong Kong."

"I hope that in the coming year, we can persuade people that the consumer has a positive role to play by refusing to join the market for pirated and counterfeit goods," Mr Selby said.

67.2% of respondents thought that people around them had bought or used pirated or counterfeit goods. However, 83.2% of this group said they were not much influenced or not at all influenced by such behaviour.

Most of the findings are consistent with those in the previous years. About one-fifth (20.3%) of respondents claimed that they would often or sometimes buy pirated or counterfeit products, whereas 30.2% claimed that they would seldom buy and nearly half (47.8%) claimed that they had never bought such products.

"Clearly, we need to keep up our efforts in promoting public awareness and respect

for intellectual property rights. We are going to re-launch the No Fakes Pledge this February in collaboration with the Customs & Excise Department, Hong Kong Tourism Board and other bodies so as to increase the confidence of local consumers as well as tourists who come to shop in Hong Kong. Through these promotional activities, we hope to re-emphasise to retailers and buyers alike the importance of intellectual property protection. We have budgeted about \$7 million for public education efforts in the coming financial year," said Mr Selby.

The survey reports are available on the website of the Intellectual Property Department at: [www.info.gov.hk/ipd](http://www.info.gov.hk/ipd).

End/Tuesday, 15<sup>th</sup> January, 2004

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