



## Press Release

### **Government partners with the Business Community to promote good practices in managing software assets**

The Government and the Business Software Alliance (BSA), in collaboration with other organisations in the business community, announced the inauguration of a “Software Asset Management (SAM) Consultancy Programme” to help business operators better manage their software assets and guard against business end-user piracy.

Under the Programme, SAM contractors will be commissioned to provide free on-site professional consultancy service to participating companies, offering advice on best practices in SAM, including the use of software audit tools to prevent software piracy in the workplace.

Speaking at the launching ceremony for the Programme, Mr Frederick Ma Si-hang, Secretary for Commerce and Economic Development, told the audience that “we wish to put across the following message : not only would proper management of software assets enhance computer security and improve productivity, it is an effective preventive measure against inadvertent use of unlicensed software.”

“To promote corporate accountability and responsible governance, the recently enacted Copyright (Amendment) Ordinance 2007 has introduced new liability against directors or partners whose organizations are involved in business end-user piracy. The new liability would come into effect next year. It is high time that enterprises should establish proper policies and procedures to prevent end-user piracy, if they have not already done so.”

The Organisers of the Programme include the Intellectual Property Department (IPD), the BSA, the Chamber of Hong Kong Computer Industry, the China Game Publishers Association, the Chinese Manufacturers’ Association of Hong Kong, the Federation of Hong Kong Industries, the Hong Kong Brand Protection Alliance, the Hong Kong Council of Social Service and the Hong Kong General Chamber of Commerce.

The Programme receives warm support from a host of supporting organizations, including The Hong Kong Chamber of Small and Medium Business, the Hong Kong Information Technology Joint Council, the Hong Kong Intellectual Property Society, the Information Systems Audit and Control Association (ISACA) Hong Kong, the Hong Kong Productivity Council, the Information Systems Security Association, the Hong Kong Trade

Development Council, and the Trade and Industry Department.

With the support from the software industry and trade associations, the Organisers are laying on a reaching-out programme that would cover 50,000 companies, particularly the small-and-medium enterprises. Running between October 2007 and April 2008, the Programme forms part of the “Genuine Business Software Campaign”. Under the Campaign, a series of free SAM seminars will also be organised for the business community to enhance awareness of the importance of proper IT governance and respect for intellectual property rights.

Mr Stephen Selby, Director of Intellectual Property, said, “This Programme serves to equip business operators with advanced techniques in software management and up-to-date knowledge on good IT governance. Thus, companies will benefit tremendously from proper software application and be well-prepared at the time of the launch of the amended Copyright Ordinance, which in turn will improve their efficiency and profitability in the long-run.”

Mr Roland Chan, Regional Marketing Director of BSA, said, “Business Software Alliance is very excited to be partnering with the Government again on the SAM Campaign this year.”

“We strongly urge business operators to take advantage of the Consultancy Programme, thereby ensuring that proper software inventory records and documentations are in place.”

“Proper SAM is not only a matter of good corporate governance, it is a key step towards safeguarding IT security. It also helps optimize the utilization of a company’s IT assets,” Mr Chan added.

Details of the SAM Consultancy Programme could be found at [www.samhelp.hk](http://www.samhelp.hk).

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