

## 10<sup>th</sup> anniversary celebration of 'No Fakes Pledge' scheme

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Hong Kong had successfully branded the concept of respect for intellectual property rights in the marketplace over the past 10 years through the 'No Fakes Pledge' Scheme, Director of Intellectual Property Mr Stephen Selby said today ( July 19)

Speaking at the ceremony of the 10<sup>th</sup> Anniversary Celebration of "No Fakes Pledge" Scheme, Mr Selby said that with solid support from the retail industry and the Government, "No Fakes Pledge" had become firmly established as a local brand.

"The aim of the scheme is to strengthen local shoppers' and tourists' confidence in shopping in Hong Kong to support the local economy. It is encouraging to see our retailers participating so keenly in the scheme and it demonstrates their commitment to intellectual property rights protection. At present, 584 retail merchants, with more than 4,700 outlets, have joined the scheme."

"The 2008 Beijing Olympics Equestrian Events will soon take place in Hong Kong. This is a great opportunity to promote Hong Kong to Games visitors as a world-class shopping paradise for genuine goods," Mr Selby said.

The "No Fakes Pledge" official mascot is the "No Fakes General". He will appear in the tourist areas in Hong Kong Island and Kowloon at weekends during the Olympic Games period and over the summer. The larger-than-life "No Fakes General" will distribute promotional leaflets and environment-friendly shopping bags to the public.

The scheme was established in 1998. The issuing bodies of the "No Fakes Pledge" Scheme are the Hong Kong & Kowloon Electrical Appliances Merchants' Association Limited, the Hong Kong Coalition for Intellectual Property Rights of the Federation of Hong Kong Industries, the Hongkong General Chamber of Pharmacy Limited, the Hong Kong Jewellers' & Goldsmiths' Association, the Hong Kong Record Merchants Association Ltd., the Hong Kong Retail Management Association, the Chamber of Hong Kong Computer Industry, and the Kowloon Pearls, Precious Stones, Jade, Gold and Silver Ornament Merchants Association. Participating retail merchants display the "No Fakes" stickers for identification.

In 2004, the Intellectual Property Department co-operated with Guangdong Provincial Intellectual Property Office to launch the Pledge in Guangdong Province. Participating cities are Guangzhou, Shenzhen, Zhuhai, Shantou, Huizhou, Dongguan, Jiangmen, Zhangjiang. The scheme will be gradually extended to other cities in Guangdong Province.

Other officiating guests at today's ceremony were the Director of Guangdong Provincial Intellectual Property Office, Ms Tao Kaiyuan; representatives from organising bodies of eight pilot cities of Guangdong province; and representatives of issuing bodies of the "No Fakes Pledge" Scheme in Hong Kong.

Ends/Saturday, July 19, 2008