

Concert marks 6th Anniversary of "I Pledge" Campaign

In order to enlist the support of the public and to demonstrate the Government's determination to eradicate piracy and counterfeiting, the Intellectual Property Department (IPD) today (13 August) held the "I Pledge" Sixth Anniversary Mini-Concert to promote the respect for intellectual property rights (IPRs).

Speaking at the opening ceremony of the concert, the acting Director of Intellectual Property, Mr Peter Cheung, said the pledges made by members of the public to support anti-piracy and anti-counterfeiting demonstrated a commitment to protecting intellectual property rights and showing respect for the rights of others, which would definitely help boost Hong Kong's economy.

Mr Cheung said he believed the concert and appeals by the participating artistes would help enlist the support of the public not to download music or movies illegally from the Internet. As a result, Hong Kong's creative industry would be benefited.

Today's concert was held at the Entrance Arena in Shatin New Town Plaza. Other officiating guests included the Head of the Intellectual Property Investigation Bureau of the Hong Kong Customs & Excise, Mr Tam Yiu Keung; Chief Executive Officer of the International Federation of the Phonographic Industry (Hong Kong Group), Mr Ricky Fung; Head of Corporate Communication & CASH Music Fund of the Composers and Authors Society of Hong Kong, Ms Angelina Law; Deputy General Manager of the Motion Picture Association International, Mr. Victor Chan; Executive Secretary of the Movie Producers and Distributors Association of Hong Kong, Mr. Tony Shu; and Chief Executive of the Hong Kong Kowloon & New Territories Motion Picture Industry Association, Mr. Woody Tsung. Local artistes including Ekin Cheng, Candy Lo, Alex Fong, Stephy Tang, Theresa Fu, Yan Ng and Ivana Wong also joined the concert to help promote awareness of IPRs protection.

Launched in 1999, the "I Pledge" Campaign has attracted over 8,000 members who have pledged that they would not buy pirated and counterfeit goods, and respect the intellectual property rights of others. Each year, the IPD organizes various activities and publishes newsletters to update its members. This year, to celebrate the 6th anniversary of the campaign, besides the annual mini-concert, the IPD also co-operates with the legal music download providers to offers free music download to the members.

Another anti-piracy campaign, the "No Fakes" Pledge, has attracted the participation of over 620 retail merchants, covering more than 4,100 outlets since its launch in 1998. All participating retail traders have committed not to selling or dealing in counterfeit and pirated goods and to

selling only genuine goods. To boost the consumers' and tourists' confidence in patronising their shops, these retailers will post the "No Fakes" stickers and the tent cards in their outlets.

Ends/Saturday, August 13, 2005

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