



World Intellectual Property Day



Mr. Francis Gurry
Director General,
World Intellectual
Property Organization

Creativity is common to the whole of humanity. Whoever we are, wherever we live, whatever our circumstances, we all have the capacity to create. And it is this human creativity and inventiveness that is responsible for improving our quality of life in every sphere: our medical care, our transport, our communication, our entertainment. The aim of intellectual property is to promote conditions that help this creativity and innovative capacity flourish across the world. The way in which humanity expresses itself creatively has changed profoundly in the last 30 years. People are creating in ever more exciting ways. We have seen an explosion of user-generated content, and vast numbers of people coming together - through crowd-sourcing and open innovation platforms for example - to take part in collective creation. This creative collaboration is opening up rich new possibilities for humanity.

What will the next generation bring?

While predicting the future is difficult, we do know that the speed of change has accelerated through recent generations. And now we see before us a whole range of new technologies with the potential to fundamentally change the way we live. That change is coming more and more quickly. The next generation will be here tomorrow. The next developments in the life sciences, for instance, could transform our lives. Information technology, molecular biology, regenerative medicine, and even technologies such as 3D printing are coming together in and around the life sciences to generate extraordinary potential. On World IP Day we encourage people to reflect about the role of intellectual property in our changing world. I believe there is a certain genius in intellectual property. What it does is create a unique incentive for investment in research and development, in innovation, and in cultural creation and production. How does it do that? By creating a mechanism for buying, selling and sharing access to the benefits of innovation and cultural creation. Our challenge is to ensure that the conditions for access are fair and balanced, so that the benefits are widespread, and so that it fosters a truly dynamic, creative global society in which the next generation will thrive. Young people have the capacity to dream in a way that far surpasses the capacity of older people. They are the future. So my message to the next generation on World IP Day is keep creating, keep innovating. And keep thinking about how IP should fulfill its role in the future social management of creativity and innovation.

Perhaps more than ever in history, creativity is transforming the world we live in and reshaping our lives. Our future hinges upon creativity to find innovative ways to take on opportunities and challenges that we have not seen. We are the new generation that will exploit creativity to unleash our full potentials to brave a world unknown before. Creativity needs to be nurtured and fostered, through the protection and promotion of intellectual property (IP) rights. Hong Kong is committed to this cause. We have kept our IP regime under constant review to make sure that it continues to meet the development needs of Hong Kong. Earlier this year, accepting the recommendations of the Advisory Committee on Review of the Patent System in Hong Kong, we decided to embrace a number of changes, including the introduction of an Original Grant Patent system in Hong Kong. We believe this will be a strategic step to stimulate the growth of our knowledge-based economy, meet our long-term economic development needs, and strengthen the role of IP as a regional innovation and technology hub. In a knowledge-based economy, IP has become

increasingly important to drive innovation and growth. The remarkable surge in the global use of IP in recent years and the increasing demand for it in the region will translate into huge opportunities. We believe that the sound IP regime and the many advantages of Hong Kong have put us in the best position to capture these opportunities. I am now leading a Working Group to study the overall strategy for promoting Hong Kong as an IP trading hub. Apart from contributing to our economy and creating jobs in various high end business sectors, IP trading can also enhance our local research and development capability, facilitate technology transfer and drive the development of the creative economy. We look forward to a positive feedback loop in an ecosystem with sustained benefits for generation after generation. Creativity is the key to a knowledge-based economy. Its strengths lie in the creation, protection and exploitation of IP. As the new generation embracing creativity, we will spare no effort on the IP front to build on the success we made in the past and sharpen our edge as we march into the future.



Mr. Gregory So
Secretary for
Commerce and
Economic Development



Call for joint efforts to foster IP trading

The new generation is a synonym for a creative mentality and the constant thirst for innovation, as Mr. Peter Cheung, Director of Intellectual Property, accurately depicts. The department has been remarkably endorsing the importance and significant development potentials of intellectual property (IP) trading, especially to the youth who hold the key to future. Aply themed "Creativity: the next generation", this year's World Intellectual Property Day sees Hong Kong's eager participation with an extensive series of promotional campaigns at some 200 primary and secondary schools. "Most notable

that very often involve IP components is the key to drive growth socially, culturally and economically." As young people are using new technologies at ever-increasing rates, they serve as the best builders of awareness about IP rights and the exciting potential of IP trade. "Establishing a vibrant IP trade platform drastically helps develop Hong Kong towards a knowledge-based economy," he says. "Not to mention that our city already possesses everything it takes to be a global trading hub in all ways. From a mature legal system coupled with a comprehensive array of legal services, to low taxation with no foreign exchange control, all these factors shape Hong Kong in every facet as an excellent breeding ground for IP exchange," Cheung concludes. "For those who truly value IP development's significance, every day is an IP Day."

Creativity: The Next Generation



Convenient solutions that meet SMEs' IP trading needs

High transaction costs are very often the major hindrance to SMEs' participation in IP trading. Drawing upon years of experience in the information technology field, Mr. Walter Yeung founded HKIPEX, an innovative IP trading platform that allows simultaneous communication between multiple parties, which drastically improves transparency and flexibility. He appreciates the government's far-sighted objectives to cultivate IP trading with a global perspective. As the relatively new concept takes off in Hong Kong, Yeung calls on all relevant parties to get involved for a vibrant IP trading culture.



Global marketplace to simplify complex transactions

IPEXCHANGE is an international online IP exchange platform founded by former TMT investment banker Dr. Hidero Nioka, who takes advantage of his extensive industry network and experience to make IP monetization and exchange more accessible for SMEs with an easy-to-use platform. As the government continues to prompt the public's recognition of IP trading, Hong Kong's status as an international financial center will dramatically facilitate maturity of relevant markets.



A well-rounded platform that provides multilateral support

HKIPX started last year aiming to provide new investment and trading opportunities for IP-related assets, supported with proper IP risk management tools for optimal portfolio management. Founder Mr. Colin Wu teams with IP and financial experts from all over the world, sharing their experience to formulate the best IP business solutions. Wu believes investments in IP would show promising progress toward knowledge-driven and human-capital-dependent growth, will ultimately benefit the whole of society.



Capitalizing an ideal trade platform for overseas markets

A budding organization founded by Mr. Spencer Li and Mr. Jerry Chan, HKIPECA is understandably backed by an extensive industry network and relevant expertise. Not only does the establishment foster the development of digital economy, but it also emerges as an effective communication channel between the government and relevant business sectors. They choose to set up in Hong Kong considering the city's wide recognition as a global trade center where proactive international business takes place.

IP advances benefit from perfect timing

Specializing in intellectual property law, Mr. Andrew Liao is Vice-Chairman of the Working Group on Intellectual Property Trading, which comprises industry leaders from various sectors joining forces to realize Hong Kong's potential to develop into an IP trading hub. "Our IP protection system is one of the best, but the trade scene could use a push this year. It is a promising field filled to the brim with potential," he says. "Making IP trading more accessible to SMEs and the public advantageously benefits the society as a whole, especially when moving in the direction of a more global perspective, with IP development across Asia taking off." Historically a global trading hub, Hong Kong's thriving business scene is blessed with a well-established judicial system and enviable financial freedom. In expanding its niche to IP trading, Liao regards the commercialization of IP-related products a key issue. "The most pragmatic way to do so is to facilitate licensing of technology and cultural

creations," he says. "Fostering the commercial community as a whole, such movement makes for a breeding ground of exciting job opportunities, as there will be emerging demand for IP broking, valuation, legal, and other professional services. It is also a big step towards attracting venture capital, capitalizing China's heavy investment in research and technology development." The seasoned specialist in IP recounts the Innovation and Technology Commission's establishment in 2000 one of the most significant milestones. "The commission has remarkably stimulated technology research in tertiary institutions in the form of funding, and plays a supportive role in the setting up of five R&D centers in town," he points out. "Hopefully this year sees vibrant trading on the much-anticipated research outcome, which will in turn help add value to small businesses."



IP in Action

School Visit Programme
IPD visited a total of 102 primary and secondary schools from April 2012 to March 2013.



Interactive Drama Programme
An IP-related interactive drama was performed in 95 primary and secondary schools from October 2012 to March 2013.



"Legends of Creativity" Seminar
The "Legends of Creativity" Seminar was held in three tertiary institutions, namely The Hong Kong Polytechnic University, Hang Seng Management College and The Chinese University of Hong Kong from November 2012 to March 2013, where creative talents and IP industry players shared their experience with more than 1,400 students.



"I Pledge" Live Band Festival
30 local bands took part in the "I Pledge" Live Band Festival at the Hong Kong Culture Centre Piazza on October 13, 2012 to show a variety of original music.



I Pledge Youth Ambassador Ocean Night
The event was held on December 29, 2012 to provide a pleasant family event to some 2,800 "I Pledge" members, Youth Ambassadors Against Internet Piracy (Youth Ambassadors) and their families and friends.

Intellectual Property Department www.ipd.gov.hk
Intellectual Property Trading www.ipd.gov.hk/chi/IP_trading.htm
World Intellectual Property Day www.wipo.int/ip-outreach/zh/ipday/2013

Business of IP Asia Forum
Director of Intellectual Property Mr. Peter Cheung made a speech to IP professionals and government officials at the Business of Intellectual Property Asia Forum held on December 7, 2012.

