



# World Intellectual Property Day : 26 April, 2014



**Mr. Francis Gurry**  
Director General,  
World Intellectual Property Organization

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Each year we celebrate World Intellectual Property Day on April 26 as an opportunity to discuss the role of intellectual property in relation to innovation and creativity. This year, our theme is Movies: a global passion.

Movies have always attracted global audiences. From the very first silent movies they were watched across the whole world with fascination, and with passion. More recently, we have witnessed the growth not only of global audiences, but also of global production. Where Hollywood was once the dominant player worldwide, now we see film industries flourishing across the world, be it Bollywood in India, Nollywood in Nigeria, or in Scandinavia, North Africa, China or other parts of Asia. So movies really are a global passion.

Movies are also a direct product of intellectual property (IP). Think about how a film is made. You start with a script, which is the intellectual property of an author or screenwriter. Then there are the actors, whose performances are their intellectual property. Then there is music, in which the composers and the performers have IP. Numerous players contribute to creating a film, and to enabling us to watch it as a seamless performance, woven from a multiplicity of intellectual property. IP

underlies the whole film industry.

All these players who contribute to making and distributing movies are protected by an international legal framework. This started with the Berne Convention back in the 19th Century. Together with our member states, WIPO seeks to ensure that this legal framework keeps pace with our changing world, and continues to serve its fundamental purpose of making IP work for creativity and innovation. Recently we added a new treaty, the Beijing Treaty on Audiovisual Performances, to protect the performances of actors.

On World IP Day this year, I invite movie lovers everywhere, when next you watch a movie, to think for a moment about all the creators and innovators who have had a part in making that movie. And I would urge you also to think about the digital challenge which the Internet presents for film. I believe it is the responsibility not just of policy-makers but of each of us to consider this challenge, and to ask ourselves: How can we take advantage of this extraordinary opportunity to democratize culture and to make creative works available at the click of a mouse, while, at the same time, ensuring that the creators can keep on creating, earning their living, and making the films that so enrich our lives?



**Mr. Gregory So**  
Secretary for Commerce  
and Economic Development

Photo: Commerce and Economic Development Bureau  
The Government of the Hong Kong Special Administrative Region

In a history of just over one hundred years, movies have developed into one of the most popular art forms around the world. In step with global advancement in light and sound, our movie sector has become the flagship of creative industries in Hong Kong. This has much to do with our commitment to protection of intellectual property (IP) rights and free trade in goods and services, which allow us to make the most of the innovation capacity of the economy to foster growth.

Movies are a global passion. On a personal level, individuals look to movies to enrich their life and daily living. On a business level, entrepreneurs look to movies to bring maximum economic value to make a living. On an international level, countries look to movies to communicate their spirit and ideology. Movies have both an intellectual and a property side. Let us all celebrate movies on this annual World Intellectual Property Day.

In Hong Kong, thanks to the efforts of its practitioners, the movie industry has been thriving over the past decades weathering ups and downs. The Government is giving its unwavering support by providing facilitation and sponsorship in movie production and trading.

Each year in March, the Government patronises a number of movie events, including the Hong Kong International Film & TV Market (FILMART), which is Asia's premier movie industry event organised by the Hong Kong Trade Development Council. This trade fair is a one-stop shop to tap into specific

markets with the vision of promoting Hong Kong as the hub for distribution and production of movies, TV programmes and entertainment-related products in Asia Pacific. It is also the prime cross-media and cross-industry trade platform in the region, promoting co-operation in the areas of movie financing and production, TV and digital entertainment, and movie and broadcasting equipment.

Hong Kong has been making movies for more than a century. Over the years, Hong Kong films have gained considerable worldwide acclaim. Outstanding performances of our actors, directors, cinematographers and producers have been rewarded with over 400 international awards in the past decade (2004 to 2013). The movie sector, being part of the cultural and creative industries, is one of the emerging economic areas in Hong Kong. Protection of the copyright of movies is always high on our agenda.

Indeed, movies are a unique genre in the IP regime, primarily protected by copyright but also subject to other IP rights such as patents, trademarks and designs. Although intangible, IP is driving the economic development in our knowledge-based economy, and can be created, commercialised and traded across borders. In 2013, we set up the Working Group on IP Trading to strategise the promotion of Hong Kong as a premier IP trading hub in the region. By continuing and stepping up our efforts in this area, we are also demonstrating our strong respect to movies as an integral part of modern life, and a soft power to connect the world and make it a better place.



Mr. Peter Cheung (left) and the Hon. Andrew Liao (right)

challenges they face is high office rental.

He also highlights the need for professionalism to be further enhanced in order for IP trading to flourish. This covers a vast range of professionals including lawyers, technology brokers, valuers, financiers, as well as budding entrepreneurs in the creative industry.

“Hong Kong should definitely optimize the

first-mover advantage in IP trading,” stresses Cheung. “We have set various goals which strive to reinforce the value-added content of our service economy. In the short-term, we hope to be able to develop more successful stories in the local creative industry, while mid-term goals focus on developing international standards for IP trading for instance, valuation.”

## The 6th Global Sensory Branding Forum

“The 6th Global Sensory Branding Forum” is organised by The Cacht International Research Centre for Senses, supported by Intellectual Property Department (IPD) and The School of Design, PolyU. It features exhibitions, speeches by renowned speakers, sensory experience

activities and mock auction of non-traditional trademarks.

**Date:** 9 May 2014  
**Venue:** Hong Kong Polytechnic University  
**Enquiry:** 2961 6960

# Movies: A Global Passion



## The need for creativity and more opportunities in local film-making

As the screenwriter of a number of award-winning movies - including the very popular “Shaolin Soccer” - a producer as well as a writer, Fung Chih Chiang is pleased to see growing efforts devoted to nurturing talents in the local film industry. “I don’t think there are enough openings and opportunities for these young talents to put their knowledge and skills into practice,” laments Fung.

In stressing the importance of creativity in movie-making, he also points out that creative films tend to be riskier investments. “A particular characteristic of the local film market is the conservative attitude of movie-goers. They tend to go for familiar storylines and shun unconventional subjects,” Fung remarks.

As a pre-condition for the development of the movie industry, Fung underlines the need for IP protection in which both the government and the private sector could form a united front. Fung added: “For example, the Federation of Hong Kong Filmmakers protects the creative ideas of screenwriters through registering their scripts, whilst government should look after the legal aspects. Their combined efforts could produce a deterrent effect for people who attempt to plagiarize other people’s ideas.”

## Education paves the way for Intellectual Property protection

Founded in 1979, The Movie Producers and Distributors Association of Hong Kong is an active supporter of IP protection for local films. As the Executive Secretary of this non-profit making association, Tony Shu is very concerned with the prevalence of illegal films downloading and streaming programs.

Shu also points out another major instance of copyright infringement, and that is the ubiquity of parody by using film posters. “Many movie posters nowadays are spoofed by facebookers or forumers whose secondary creations get a lot of attention once they are created and shared among netizens. Yet the creators don’t realize how much trouble they have caused to the local film distributors,” says Shu. He explains that very often Hong Kong film distributors will get sued by the original foreign producers of the movie for violating the poster design, and yet no legal actions can be taken on these secondary creators.

“We need some concerted effort in mounting an education campaign, so that these very creative youngsters understand that they are possibly breaking the law unknowingly, and that there could be serious consequences,” says Shu.



## Yearning for more government support for the creative industries

Screenwriter, director and stage actress Kearen Pang is probably best known for her award-winning movie script for the film “Isabella”. She notes a recent trend in the film industry is the increasing number of movies produced through the partnership between Hong Kong and mainland China production companies “Film productions require an enormous amount of capital, human resources and materials,” says Pang.

“The Way We Dance” is an example of one of the few local productions which succeeded in recent years.”

Speaking of her upcoming productions, Pang says she will be giving micro-movies and multi-media creations a go, in order to reach a broader audience. Regarding government support for local creative productions, she points out that many stage plays are indeed sponsored by the Hong Kong Arts Development Council. However, due to limited sponsorship budget, some production companies still face the threat of financial losses. Pang hopes government could reinforce its support for the creative industries, witness the phenomenal success of South Korea in recent years.

Photo : “Laugh Me To The Moon” by Francesca L

## Unreal Campaign

Through the collaboration between IPD and International Trademark Association, the “Unreal Campaign” aims at educating the students of secondary school (senior form) and higher education institutions about counterfeiting issues, in order to raise their awareness about the use of trademarks and harms of counterfeit products to the society as well as to provide them with an opportunity to contact with trademarks owners and anti-counterfeiting experts.

**Date:** 13 May 2014  
**Venue:** Hong Kong Convention and Exhibition Centre  
**Language:** Cantonese  
**Enquiry:** 2961 6960  
**Free Admission**

## Give the second-tier talents a chance to shine!

John Chong, Chief Executive Officer of Pegasus Motion Pictures Production, remains confident in the outlook for Hong Kong film production despite the overwhelming competition from mainland China. However, he is concerned that there are not enough young talents ready to take over from the current generation of filmmakers.

“A main factor in the current conundrum is that many Hong Kong film investors remain short-sighted. They only invest in films featuring top-notch movie stars, and in the process, they are not offering the break for emerging talents to learn and perform,” says Chong.

To secure the long-term future of the film industry, Chong emphasizes that production companies must have a clear mission to nurture new talents. “The industry needs to give young talents a chance to demonstrate their capabilities. The second-tier production teams will always stay second-tier if they are never given any opportunities,” he remarks.

When asked for his personal choice of creative successes, the experienced screenwriter and producer picks “Love In a Puff” and “The Way We Dance” as the more notable works in recent years.



## Collective efforts to develop Hong Kong as an international hub for IP trading

Watching movies is a global passion as the magic of movies can transport viewers from the real world, transcend all boundaries and immerse them in an entirely different experience.

Member of Executive Council the Hon. Andrew Liao and Director of Intellectual Property Mr. Peter Cheung, both acknowledge the enormous amount of creativity embedded in movie-making, ranging from script-writing, soundtrack to visual elements. They emphasize that movie-making is big business worldwide, so it is crucial for these original ideas to be recognized and protected.

Citing the example of the renowned fictional character Teenage Mutant Ninja Turtle, Liao points out that it is through IP trading that this cartoon character has been successfully transferred from comic books onto movie screens, and subsequently transformed into by-products such as toys. “Cultural and creative industries have thrived with the application of innovative technologies,” says Liao. “But they will survive and become

commercially viable only with appropriate IP protection.”

Liao points out that Hong Kong is well poised to become an international hub for IP trading, given our favorable position and well-established infrastructure. Based on the rule of law, the IP protection system in our city has withstood the test of time since the 60s and 70s.

“The concept of IP trading was officially launched in 2011,” says Peter Cheung. “Subsequently in 2012, various private organizations funded their own IP trading platforms, and in 2013 the government set up the Working Group on IP Trading with the core aim to develop Hong Kong as an international IP trading hub, to promote local IP trading, as well as to encourage global IP trading activities to take place in Hong Kong.”

Liao points out that the local cultural and creative industries are made up primarily of small-to medium-sized enterprises, and one of the biggest

## IP in Action

Intellectual Property Department  
www.ipd.gov.hk



## Movie Screening of “Rio 2”

To echo with the World Intellectual Property Day, IPD and Hong Kong International Screen Association Limited will co-organise the movie screening of “Rio 2” for members of “I Pledge” Campaign.

**Date:** 26 April 2014

世界知識產權日  
「我承諾」  
原創電影音樂  
WORLD INTELLECTUAL PROPERTY DAY "I PLEDGE" ORIGINAL MOVIES AND MUSIC

日期 DATE 25/ 4/ 2014 (FRI) 時間 TIME 3PM - 9PM  
地點 VENUE 尖沙咀香港文化中心露天廣場PIAZZA C. HONG KONG CULTURAL CENTRE, TSM SHA TSUI

3PM - 4:15PM  
ACOUSTIC JAM  
齊登樂隊

4:30PM - 5:15PM  
MOVIE WORKSHOP  
電影工作坊

5PM - 5:30PM  
MUSIC WORKSHOP  
音樂工作坊

5:30PM - 8PM  
SING ALONG SESSION  
即興唱遊樂

表演嘉賓 GUEST PERFORMERS  
SIS FRIENDS  
SL / EDDIE LIM / ERIC PREE

嘉賓 GUESTS  
何威 HO WAI  
鄭志堅 CHENG CHI KIN, JULIAN  
吳浩然 NG HO YIN, CHRIS

嘉賓 GUESTS  
KOLOR主音及結他手 SAMMY SO + 盧巧音 CANDY LO  
著名唱作歌手

嘉賓樂隊 GUEST BANDS  
KOLOR / CHOCHUKMO 觸執毛 / EMPTY TOMB / SHOTGUN POLITICS

青年樂隊 YOUTH BANDS (排名不分先後, IN NO PARTICULAR ORDER)  
TOP-BOICES / 神前郡 WINDSTIGILL / up ACE / LEONARD / MORELOOPS / BAND-40

免費入場 FREE ADMISSION

世界知識產權日香港活動