

# Mainland and Hong Kong SAR, Macao SAR Intellectual Property Symposium 2024

## Organisers

Office of Hong Kong, Macao and Taiwan Affairs of China National Intellectual Property Administration  
Intellectual Property Department of the Government of the Hong Kong SAR  
Economic and Technological Development Bureau of the Government of the Macao SAR

**31 July 2024 (Wednesday)**  
**3/F Ballroom of JW Marriott Hotel Hong Kong**  
**(Address: Pacific Place, 88 Queensway, Hong Kong)**

The “Mainland and Hong Kong SAR, Macao SAR Intellectual Property Symposium” (“the Symposium”) has been an annual event held in rotation in the Mainland, Hong Kong SAR and Macao SAR since 2000. The Symposium of 2024 to be held in Hong Kong is jointly organised by Office of Hong Kong, Macao and Taiwan Affairs of China National Intellectual Property Administration, Intellectual Property Department of the Government of the Hong Kong SAR, and the Economic and Technological Development Bureau of the Government of the Macao SAR.

The Symposium aims to enhance exchange and co-operation among the Mainland, Hong Kong and Macao, provide enterprises, intellectual property (IP) practitioners and government officials in the Mainland, Hong Kong and Macao with the latest information, and deepen their understanding of IP through discussions. Under the global trend of driving growth through innovation, staying on top of the latest IP development and effective IP protection and exploitation strategies is key to making a head start.

This year’s Symposium will cover the latest updates on IP in the Mainland, Hong Kong and Macao. There will also be case sharing on effective exploitation of IP rights to facilitate innovation development strategies of artificial intelligence (AI) and address challenges as well as the development of cultural and creative industries, which help deepen IP exchange and cooperation among the Mainland, Hong Kong and Macao.

Themes of this year’s Symposium include:

- (1) The Latest Development of Intellectual Property in the Mainland and Hong Kong SAR, Macao SAR;
- (2) Innovation Development Strategies and Challenges in Artificial Intelligence Industry; and
- (3) Intellectual Property Leading the Development of Cultural and Creative Industries

The Symposium will be conducted in Putonghua and simultaneous interpretation in English will be provided. Participation in the Symposium is free of charge (No lunch will be provided).

<b>Date &amp; Time:</b>	31 July 2024 (Wednesday) 9:30am – 5:00pm (Registration starts at 9:00am)
<b>Venue:</b>	3/F Ballroom of JW Marriott Hotel Hong Kong (Address: Pacific Place, 88 Queensway, Hong Kong)
<b>Speakers:</b>	Senior government officials and representatives from universities, museums, enterprises and industries in the Mainland, Hong Kong and Macao
<b>Language:</b>	Putonghua
<b>Fee:</b>	Free (No lunch will be provided)

<b>Programme:</b>	Please refer to <a href="#">Annex 1</a>
<b>Website:</b>	<a href="http://www.ipd.gov.hk">http://www.ipd.gov.hk</a> (What's New)
<b>Registration:</b>	<p>Online Registration: <a href="https://www.ip.gov.hk/en/forms/index_id_5.html">https://www.ip.gov.hk/en/forms/index_id_5.html</a>. Please submit it <b><u>on or before 24 July 2024 (Wednesday)</u></b>.</p> <p>For enquiries on application, please reach Miss Cindy Tang at 2961 6933.</p>
<b>Remarks:</b>	The Intellectual Property Department has submitted an application for accreditation of CPD to the Law Society of Hong Kong and the Hong Kong Mediation Center. Further details will be announced.

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## **Programme Rundown**

AM Session	
09:00—09:30	Registration
09:30—10:00	<b>Opening Ceremony</b> Opening Speech: <ol style="list-style-type: none"> <li>(1) Dr Bernard CHAN, Acting Secretary for Commerce and Economic Development, the Government of the Hong Kong SAR</li> <li>(2) Ms CHAN Tze Wai, Deputy Director of Economic and Technological Development Bureau, the Government of the Macao SAR</li> <li>(3) Mr GE Shu, Deputy Head of Patent Office, Director General of Strategy and Planning Department, China National Intellectual Property Administration (CNIPA)</li> </ol> Photo-taking Session (officiating guests, speakers and moderators)
10:00—10:40	<b>Theme 1: The Latest Development of Intellectual Property in the Mainland and Hong Kong SAR, Macao SAR</b> Moderator: Mr WEI Baozhi, Director General of Patent Examination Administration Department, Patent Office, CNIPA Speakers: <ol style="list-style-type: none"> <li>(1) Mr HAN Guoqing, Deputy Director General of Office of Hong Kong, Macao and Taiwan Affairs, CNIPA</li> <li>(2) Mr FU Zheng, Senior Program Officer of Social Service Division, Copyright Department, National Copyright Administration of China</li> </ol>
10:40—10:55	Break
10:55—11:35	<b>Theme 1: The Latest Development of Intellectual Property in the Mainland and Hong Kong SAR, Macao SAR (Con't)</b> Speakers: <ol style="list-style-type: none"> <li>(3) Mr HO Chi Ieong, Acting Head of the Trademark Registration Division, Intellectual Property Department of Economic and Technological Development Bureau, the Government of the Macao SAR</li> <li>(4) Ms Maggie WONG, Senior Solicitor of Intellectual Property</li> </ol>

	Department, the Government of the Hong Kong SAR
11:35—11:50	Discussion / Q&A Session
11:50	End of the Morning Session
PM Session	
14:00—15:00	<p><b>Theme 2: Innovation Development Strategies and Challenges in Artificial Intelligence Industry</b></p> <p>Moderator: Ms Sandra HUI, Assistant Director of Intellectual Property, the Government of the Hong Kong SAR</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>(1) Mr WEI Baozhi, Director General of Patent Examination Administration Department, Patent Office, CNIPA</li> <li>(2) Dr Derek F. WONG, Associate Professor of the Department of Computer and Information Science, Faculty of Science and Technology, University of Macau</li> <li>(3) Mr MAK Chun Hung, President of Association of Motion Picture Post Production Professionals</li> </ul>
15:00—15:15	Discussion / Q&A Session
15:15—15:30	Break
15:30—16:30	<p><b>Theme 3: Intellectual Property Leading the Development of Cultural and Creative Industries</b></p> <p>Moderator: Ms CHEANG Hio Man, Head of Intellectual Property Department of Economic and Technological Development Bureau, the Government of the Macao SAR</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>(1) Mrs LI Wenlin, Director of Division II, Design Examination Department, Patent Office, CNIPA</li> <li>(2) Mr AU Chon Hin, Creative Director of Untitled Macao and Supervisor of Macau Designers Association</li> <li>(3) Dr Louis NG, Director of Hong Kong Palace Museum</li> </ul>
16:30—16:45	Discussion / Q&A Session
16:45—17:00	<p><b>Closing Ceremony</b></p> <p>Closing Speech:</p> <ul style="list-style-type: none"> <li>(1) Mr GE Shu, Deputy Head of Patent Office, Director General of Strategy and Planning Department, CNIPA</li> <li>(2) Ms CHAN Tze Wai, Deputy Director of Economic and Technological Development Bureau, the Government of the Macao SAR</li> <li>(3) Mr David WONG, Director of Intellectual Property, the Government of the Hong Kong SAR</li> </ul>
17:00	End of Symposium