

# 2022 Guangdong/Hong Kong Seminar on Intellectual Property and Development of Small and Medium Enterprises (Online) held

The 2022 Guangdong/Hong Kong Seminar on Intellectual Property (IP) and Development of Small and Medium Enterprises (SMEs) (Online) was held today (August 12), attracting the participation of over 260 SME representatives, IP practitioners and government officials from the Mainland and Hong Kong.

The Central Government promulgated the Plan for Comprehensive Deepening Reform and Opening Up of the Qianhai Shenzhen-Hong Kong Modern Service Industry Cooperation Zone last year to advance the comprehensive deepening of the reform and opening up of the Qianhai Shenzhen-Hong Kong Modern Service Industry Cooperation Zone. As such, the theme of this year's seminar was "Promoting the Development of Qianhai Shenzhen-Hong Kong Modern Service Industry and the Greater Bay Area through IP Trading", with an aim of keeping enterprises abreast of the development of the innovation and technology ecosystem in Qianhai and the relevant IP court cases, and encouraging them to make use of the professional services provided by Hong Kong in formulating effective IP strategies, so as to provide impetus for enterprises to expand their businesses nationwide and worldwide through IP trading by seizing the opportunities arising from the development of the Guangdong-Hong Kong-Macao Greater Bay Area and the Cooperation Zone.

At the seminar, speakers made presentations and led discussions on various topics including the building of Qianhai into a world-class IP protection region, notable IP court cases related to Hong Kong, points to note for enterprises in handling IP disputes, the latest developments of IP and the original grant patent system in Hong Kong, and professional IP arbitration and mediation services provided by Hong Kong.

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Being one of the key co-operation items under the framework of the Guangdong/Hong Kong Expert Group on the Protection of Intellectual Property Rights, the seminar was jointly organised by the Intellectual Property Department (IPD) of the Government of the Hong Kong Special Administrative Region (HKSAR), the Hong Kong Trade Development Council and the Guangdong Administration for Market Regulation (Guangdong Intellectual Property Administration), and was co-organised by the Hong Kong Economic and Trade Office in Guangdong of the HKSAR Government. The event was also supported by other members of the Expert Group and the Federation of Hong Kong Industries.

Since 2004, Guangdong and Hong Kong have co-organised a number of activities to promote the importance of IP protection and exploitation among SMEs.

Details of the webinar are available on the IPD's website

([www.ipd.gov.hk](http://www.ipd.gov.hk)).