

Guangdong/Hong Kong Expert Group on Protection of Intellectual Property Rights takes forward co-operation projects for 2020

The Guangdong/Hong Kong Expert Group on the Protection of Intellectual Property Rights endorsed the co-operation projects for 2020 today (April 24). The Expert Group agreed to further strengthen co-operation, enhance the level of co-operation, expand the realm of co-operation, continue to promote the development of intellectual property (IP) trading and high-end service industries, foster regional innovation, and promote the further development of IP co-operation between Guangdong and Hong Kong through embracing the Guangdong-Hong Kong-Macao Greater Bay Area development.

Co-operation projects of the Expert Group for 2020 cover the following six areas:

- * Strengthening co-operation on IP in the Greater Bay Area;
- * Reinforcing co-operation on protection of IP in both places;
- * Promoting co-operation on IP trading in both places;
- * Promoting exchange and deliberation on IP in both places;
- * Strengthening guidance service on IP in both places; and
- * Organising IP promotion and education activities in both places.

Key co-operation projects include continuing to promote the development of IP trading in both places so as to enhance the commercialisation and exploitation of scientific research achievements; continuing to promote settlement of IP disputes by arbitration or mediation; and organising the Guangdong-Hong Kong-Macao Greater Bay Area High Value Patent Portfolio Contest 2020 as well as exchange activities concerning IP litigation and judicial protection, trademarks and copyright and other related areas.

On cross-border protection of IP, Customs authorities of both places this year will continue to focus on combating infringing goods destined for Hong Kong or for the Belt and Road countries through Hong Kong. The two sides will mount other joint enforcement operations in a timely manner according to changing situations.

Looking back at the past year, members of the Expert Group forged closer co-operation and implemented a total of 27 co-operation projects, actively promoting regional IP development. With respect to promoting IP co-operation in the Greater Bay Area, the Expert Group proactively explored the co-operation opportunities in the Greater Bay Area through organising a wide array of activities, including the Guangdong-Hong Kong-Macao Greater Bay Area High Value Patent Portfolio Contest 2019, the Intellectual Property Development of the Guangdong-Hong Kong-Macao Greater Bay Area & the Belt and

Road Forum, a seminar themed "Brand Development of Classic Old Shops/Time-honoured Brands: Rebranding", exchange activities in relation to arbitration and mediation, and production of short promotional videos about IP commercialisation in the Greater Bay Area.

Other collaboration projects include organising the Guangdong/Hong Kong Seminar on IP and Development of Small and Medium Enterprises; continuing to support the Business of IP Asia Forum co-organised by the Government of the Hong Kong Special Administrative Region, the Hong Kong Trade Development Council and the Hong Kong Design Centre; and organising exchange programmes relating to IP protection, exploitation and trading, including exchange activities relating to trademark examination and enforcement.

As for cross-border protection of IP, law enforcement authorities in Guangdong and Hong Kong combated cross-border infringing activities through various co-operation mechanisms, including intelligence exchange, sharing of information resources, joint operations and project co-operation.

The Expert Group was set up after the Sixth Plenary of the Hong Kong/Guangdong Co-operation Joint Conference in August 2003. It aims at enhancing exchanges and co-operation in various aspects of IP protection, including promotion and education, training, enforcement, research study and information dissemination.

The leader of the Expert Group from the Guangdong side is the Director-General of the Guangdong Administration for Market Regulation (Guangdong Intellectual Property Administration), and members include officials from the Guangdong Administration for Market Regulation (Guangdong Intellectual Property Administration), the Guangdong Copyright Administration Bureau, the Guangdong Provincial Public Security Department, the Department of Commerce of Guangdong Province and the Guangdong Sub-administration of Customs General Administration. The leader of the Expert Group from the Hong Kong side is the Director of Intellectual Property, and members include officials from the Intellectual Property Department, the Commerce and Economic Development Bureau and the Customs and Excise Department.

A summary of the co-operation items has been uploaded to the website of the Intellectual Property Department (www.ipd.gov.hk/eng/ip_cooperation_corner/meeting.htm).