

# Guangdong/Hong Kong seminar on intellectual property and development of SMEs held in Guangzhou

The "2019 Guangdong/Hong Kong Seminar on Intellectual Property (IP) and the Development of Small and Medium Enterprises (SMEs) (Guangzhou)" was held in Guangzhou, Guangdong Province, today (September 25), attracting an audience of about 200 comprising business representatives and government officials from Guangdong and Hong Kong.

The seminar, entitled "IP Strategies for SMEs: Seize the Innovation Development Opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area", targeted Hong Kong SMEs and Mainland enterprises in Guangdong Province. It aimed to assist enterprises to enhance their IP protection and management capacity and develop effective IP strategies so as to better capitalise on the opportunities offered by the development of the Greater Bay Area and raise their international competitiveness.

Speaking at the opening ceremony of the seminar, the Deputy Director of Intellectual Property, Ms Maria Ng, said the seminar will inspire enterprises in Hong Kong and Guangdong to make better use of their IP to create value so as to expand their businesses and stand out in the highly competitive market.

She also introduced the latest works of the Hong Kong Special Administrative Region (HKSAR) Government in promoting IP trading, including enhancing the IP protection regime and providing support services to SMEs.

The seminar was one of the key co-operation items under the framework of the Guangdong/Hong Kong Expert Group on the Protection of Intellectual Property Rights (Expert Group) and was jointly organised by the Intellectual Property Department of the HKSAR Government, the Hong Kong Trade Development Council, the Guangdong Province Administration for Market Regulation (Intellectual Property Office) and the Guangzhou Development District Administrative Committee; undertaken by the Guangzhou Development District Intellectual Property Office; and co-organised by the Guangzhou Administration for Market Regulation (Intellectual Property Office) and 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 jointly organised 15 seminars to promote the importance of IP protection and management among SMEs. This is the third time that the seminar is held in Guangzhou by the Guangdong and Hong Kong authorities.

Details of the seminar in Guangzhou are available on the IPD's website ([www.ipd.gov.hk](http://www.ipd.gov.hk)).