

[IPD celebrates 25th anniversary of “No Fakes Pledge” Scheme \(with photo\)](#)

The Intellectual Property Department (IPD) held the 25th Anniversary Celebration of the "No Fakes Pledge" Scheme cum Long-term Members Commendation Ceremony today (September 6) to celebrate the 25th anniversary of the Scheme and to commend members' long-term participation.

Speaking at the ceremony, the Director of Intellectual Property, Mr David Wong, said the "No Fakes Pledge" successfully promotes respect for intellectual property (IP) rights to retailers and the public, which is an essential part of the strong IP protection regime, providing a solid foundation for the development of Hong Kong as a regional IP trading centre.

"With the solid support from issuing bodies and supporting organisations over the past 25 years, the Scheme has successfully garnered appreciation and recognition from retailers, consumers and tourists. It is encouraging to see the keen participation of retailers, with over 1 750 retail merchants and more than 7 400 outlets joining the Scheme at present," Mr Wong said.

Mr Wong added that the IPD will continue to promote the No Fakes Pledge Scheme to consumers and tourists through various channels to enhance their awareness of the Scheme and bolster Hong Kong's reputation as a shoppers' paradise.

At the ceremony, representatives of the issuing bodies also presented certificates of commendation to 104 long-term member retailers that have participated in the Scheme for 20 consecutive years. The issuing bodies of the Scheme comprise the Educational Booksellers' Association, the Hong Kong & Kowloon Electrical Appliances Merchants' Association, the Hong Kong Books & Stationery Industry Association, the Hong Kong Intellectual Property Council, the Hong Kong General Chamber of Pharmacy, the Hong Kong Record Merchants Association, the Hong Kong Retail Management Association, the Chamber of Hong Kong Computer Industry, the Cosmetic & Perfumery Association of Hong Kong, the Federation of Hong Kong Watch Trades & Industries, the General Chamber of Hong Kong Ceramic Tiles and Sanitary Wares, and the Jewellers' and Goldsmiths' Association of Hong Kong. The supporting organisations include the Consumer Council, the Hong Kong Computer Emergency Response Team Coordination Centre, the Hong Kong Customs and Excise Department, and the Hong Kong Internet Registration Corporation Limited.

For details of the Scheme, please visit the IPD website (www.ipd.gov.hk/en/promotional-activities/promotion-education/index_id_8.html).

