

**APEC IPR Public Education and Awareness Platform
Workshop on Effective Strategies for IPR Public Education**

Welcoming Speech by Ms Yvonne Choi, JP.

Mr. Sivakant TIWARI, Mr. Ian GOSS, Ms. LIEW Woon Yin,

Honoured guests from the APEC economies! It is my great pleasure to welcome you all to Hong Kong.

Hong Kong is Asia's World City –We are a city that has carved out a niche through international trade in goods and services. Hong Kong is also a vibrant place where creativity flourishes.

Our songs, movies and TV dramas are popular not only in Hong Kong, but also in many Asian countries. Our fashion and jewelry designs are gaining attention in an ever-widening market. We are also establishing ourselves in the fields of computer animation and movie post-production.

Our trading and creative industries are making important contributions to our economy. It is thus easy to see that intellectual property is one of Hong Kong's cherished 'rice bowls'.

Like everyone else in the Asia Pacific Region, protecting intellectual property in Hong Kong is a challenge. Not even the most prosperous among our economies can eradicate piracy and counterfeiting. And if enforcement in our domestic markets is not enough of a challenge, we have to deal with global trading of pirated and counterfeit goods and piracy on the Internet.

Being a small and relatively prosperous territory, Hong Kong has been able to carry out enforcement effectively. We have a large force of Customs Officers who are specialized in working together with rights owners to crack down intellectual property infringements on a commercial scale. Hong Kong Customs also has dedicated teams to monitor Internet piracy activities round-the-clock.

These enforcement efforts are backed up by a comprehensive legal framework for intellectual property protection. We review our legislation from time to time to keep it in line with latest social and technological developments. At present, we are undergoing a major legislative exercise to update our copyright law.

Towards the end of this year, we will launch another public consultation exercise on how we could have more effective copyright protection in the digital environment.

At the same time, we are mindful that just attacking the suppliers of pirated and counterfeit goods without addressing the demand side is not a sustainable policy. There was never a time or place where an activity could be eradicated, if there was an unlimited market demand for it.

This has led us to develop an ongoing and sophisticated public education programme for Hong Kong. Our Intellectual Property Department has built up close partnership with the right owners in Hong Kong on the public education front, with a view to cultivating a culture of respect for intellectual property rights in the community. Different activities are organized ranging from sector-specific programmes such as school-based visits and business-targeted events to territory-wide campaigns such as our recent series of programmes to educate our younger generation against Internet piracy.

Faced with similar issues, Australia and Singapore have also spent many years and a lot of resources on designing and carrying out public education programmes. In fact, all the economies represented here today have valuable achievements in public education that we could usefully learn from. Sharing will enrich us and provide us with new stimuli.

Today's event is particularly significant because APEC has generously supported a joint project sponsored by three economies: Singapore, Australia and Hong Kong.

Speaking on behalf of Hong Kong, China, I want to express, through IPEG Chairman Mr. Tiwari, my warm gratitude to APEC for the support they have rendered to this symposium. Indeed, it bears out APEC's recognition of the importance of intellectual property protection to economic development in the region.

I wish this symposium the greatest success.

Thank You.

**KEYNOTE ADDRESS BY MR S TIWARI, CHAIRMAN APEC IPEG
AT THE OPENING OF THE APEC IPEG WORKSHOP FOR
EFFECTIVE STRATEGIES FOR IPR PUBLIC EDUCATION**

Ms CHOI Ying Pik, Yvonne, Permanent Secretary for Commerce, Industry and Technology (Commerce and Industry), Hong Kong, China

IPEG colleagues,

Distinguished guests,

Ladies & Gentlemen,

1. A very good morning to all of you. It is my pleasure and honour to be with all of you at this workshop hosted by the Hong Kong Intellectual Property Department (Hong Kong IPD) and co-organised with IP Australia, and the Intellectual Property Office of Singapore (IPOS).
2. It is very often said that “Globalisation is a fact of life”. I cannot agree more with this statement. IPEG colleagues will agree that the effects of globalisation are very keenly felt by all of us in the intellectual property area. As we move towards a knowledge economy, we have our work cut out for us. At the international level, while developing and reforming the different areas of intellectual property, we need to find an equitable balance between securing the

rights of IP owners and maintaining appropriate fair use provisions in the public interest. At the domestic level, intellectual property legislation has to be updated to keep abreast of international developments. We also need to raise awareness and educate our stakeholders to enable them to compete in this new paradigm.

3. The challenge does not end there. The internet and technology advancements have fuelled an unprecedented expression of creativity and innovation around the world. However, they have given rise to a borderless and expansive marketplace that has thrown up new challenges for the traditional, jurisdiction-based IP protection and enforcement systems. Not only must we focus on crippling piracy syndicates dealing in physical goods and in traditional distribution channels, we also now need to deal with infringing intellectual property for themselves by misappropriating IP protected content over the Internet. We need to find new strategies and solutions to deal with this and the work cannot be confined to our national context. It needs to be dealt with at the international level.
4. In November 2005, at Busan, Korea, during the seventeenth APEC Ministerial meeting, ministers from APEC economies agreed to the APEC Anti-Counterfeiting and Piracy Initiative. They further instructed economies to take further steps to build on this Initiative in the coming years, so as to reduce trade in counterfeit and pirated goods, curtail online piracy, and increase cooperation and capacity building in this area.

5. Following this, I have seen the emergence of IPR related initiatives being proposed by several Working Groups. For example the Life Sciences Innovation Forum is conducting Anti-Counterfeiting of Pharmaceutical Products and Medical Devices Training Seminars for Government Officials and relevant stakeholders.
6. At the IPEG, we have also witnessed the introduction of several guidelines to help implement the APEC Anti-Counterfeiting and Piracy Initiative.
7. In the same vein, it is heartening to see this initiative by IP Australia, Hong Kong IPD and IPOS come to fruition. Recognising that public awareness and education is a key step to rally a positive national response to an economy's IP development agenda, this initiative aims to help bolster capabilities amongst the APEC economies on how to design and implement effective public outreach campaigns.
8. For the IP agenda to take root, the public in general needs to take ownership of it. A member of the public needs to know that he is a potential IP creator and it is in his own interest that he respects and rewards IPR. To achieve this, economies need a strategic and holistic outreach and education programme to empower their constituents to fully exploit their creative potential and to derive both social and economic benefits.
9. The experience of economies embarking on an IP development agenda has been to start with strengthened IPR protection and enforcement. For sustainability, they have moved on to address the value that IPR brings to individuals and the economy. Economies

need to understand this developmental cycle and over time, deploy appropriate strategies and tactics in their public awareness and education campaigns. You will also need to develop core professional competencies to carry on the work.

10. Winning over the ground will not happen overnight. It will require sustained efforts with consistent messaging and a keen sense of the ground in order to stay relevant. I therefore applaud the efforts of IP Australia, Hong Kong IPD and IPOS in this regard. I understand that the learning and exchange will not end at this workshop. We can look forward to follow on activities that will build on this programme in the next few years. The objective is to continue support for growing capacity in dealing with the challenges relating to IP awareness and education in our various economies.
11. Finally, I must thank Mr Stephen Selby, Ms Pancy Fung and their able team for their warm hospitality and friendship. I am told that November is the best month to visit Hong Kong as the weather is cool. I therefore urge IPEG colleagues to take this opportunity to take in sights and the beauty that is the “Pearl of the Orient”. Not forgetting, of course, the glorious food.
12. That will be the reward we can look forward to. Before the shopping can begin, we must get some serious work done. It gives me great pleasure therefore to declare the workshop officially open. I wish you all, a very fruitful exchange over the next three days. Thank you.