



香港特別行政區政府
知識產權署

APEC Workshop

The Critical Role of IP Public Education in a Knowledge-Based Economy and in Developing Creative Industries

Stephen Selby

Knowledge: a Natural Resource

- Hong Kong has little in the way of natural resources other than our people.
- Strategically, Hong Kong has to exploit our unique position as a gateway to China.
- Historically, Hong Kong has built up an international reputation in entertainment (music and movies.)
- Our fashion and accessory, jewelry and software sectors are gaining more and more attention in international markets.
- *Our knowledge is our strongest natural resource.*



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Challenges

- Having a production base in the Mainland, Hong Kong's creative industries face the challenge of 'one country three IP systems'.
- With a huge flow of goods through Hong Kong's port, many economies expect the Hong Kong SAR Government to act as 'gate keeper' in preventing the flow of counterfeit goods.



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Core Objectives

- **Compliance**
 - Stakeholders need to understand IP issues before they can comply.
 - They need a good understanding of local **and** overseas IP protection requirements so that they can compete in foreign markets.
- **Intellectual Asset Management**
 - Enterprises need guidance so that they can identify their intellectual assets, extract value from them and protect their intellectual property.
- **Public Support**
 - It is impossible to control piracy and counterfeiting activities if there is an insatiable market demand for fake products.
 - Public support for the fight against piracy and counterfeiting is vital.



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Core Approaches

- **Compliance**
 - Explaining IP concepts in simple, layman's language.
 - Coverage of issues related to both domestic *and* overseas markets.
- **Intellectual Asset Management**
 - Exhortation to 'be creative and invent' is often not enough: many SME's need to be led through the creative process and understand IAM tools.
- **Public Support**
 - Need to understand public attitudes and behavior through surveys, and identify target audiences.
 - Need to build public support by presenting IP protection in a positive light.



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The Carrot and the Stick

- Education needs to focus on the positive value to society from good IP protection (e.g. job and wealth-creation)
- **But** there must always be *credible and visible enforcement against IP infringement*, so that the public understands that there is always a risk involved in IP infringement.



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Role-models

- The Government and leading politicians can't afford to be caught out infringing IP, otherwise education efforts will lack credibility. *All education must start 'at home' and be endorsed at the highest levels of government and politics.*
- The use of media idols in marketing is very valuable. Film and music stars have a vested interest in helping us to spread the message.



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IP Systems and their Use

- Creative enterprises need to know how to use IP registration systems and how to make cost-effective choices when selecting the method and scope of IP protection.
- IP protection can be expensive for SMEs: we should be sensitive to the way that the businessman thinks and perceives business risk.



Conclusions

- Governments should be good role-models.
- We need to understand that creative industries are high-risk. Our role is to help lead enterprises through the minefield.
- We all have limited resources, so we should make objective judgements about where the greatest needs exist, and use resources in the most effective way.
- All enterprises have the potential to be inventive; but many don't know how to go about it.
- If every enterprise could increase it's value by 10% by realizing its creative potential...



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