

Hong Kong Customs holds graduation parade and awards presentation ceremony for foundation course of IPR Badge Programme for Youth Ambassadors (with photos)

Hong Kong Customs today (August 17) held a graduation parade and awards presentation ceremony at the Hong Kong Customs College for the foundation course of the Intellectual Property Rights (IPR) Badge Programme for Youth Ambassadors organised under the Youth Ambassador Against Internet Piracy Scheme (YAS). A total of 101 Youth Ambassadors were awarded the certificate for completing the Programme this year.

Speaking at the ceremony, the Acting Commissioner of Customs and Excise, Ms Louise Ho, said the department has all along strived to combat infringing activities and to promote public awareness of respecting and protecting IPR through education and publicity.

Ms Ho added that the YAS has achieved remarkable results. She also congratulated the participants on their graduation and encouraged them to actively protect IPR and undertake the role of an ambassador to publicise the idea of protecting IPR.

The six-day foundation course from August 12 to 17 that the 101 Youth Ambassadors completed covered a wide range of areas. Apart from participating in exchange activities related to innovation and technology in the Guangdong-Hong Kong-Macao Greater Bay Area, the participants also visited a number of innovative and creative enterprises to gather the latest developments of intellectual property in all directions and experience the importance of IPR towards creativities.

They participated in training on discipline, physical, parade and leadership and had the opportunity to undergo shooting exercises. They also visited the Government Flying Service and the High Court. The participants were able to broaden their horizons as well as increase their knowledge of protecting IPR through the diversified training.

Apart from the course completion certificates, Best Recruit Awards, Best Leadership Awards and Best Parade Member Awards were also presented by the officiating guests to the participants with outstanding performances in recognition of their achievements during the course.

The Director of Intellectual Property, Mr David Wong; the Legislative Council Member, Ms Yung Hoi-yan; and the Director of the Association of Hong Kong Professionals, Dr Chan Kin-keung; joined Ms Ho to officiate at the ceremony.

The YAS has been jointly carried out by Hong Kong Customs, the Intellectual Property Department and the intellectual property industry since 2006. Its membership includes more than 250 000 members from 14 local youth uniformed groups whose ages range between 9 and 25.

In 2016, Hong Kong Customs introduced the IPR Badge Programme for Youth Ambassadors with the aim of strengthening awareness among youths for respecting and protecting IPR with a systematic approach and to foster them to set an example for their families, relatives and peers in daily life.

