

SCED continues visit to Beijing (with photos)

The Secretary for Commerce and Economic Development, Mr Algernon Yau, continued his visit to Beijing today (March 28).

Mr Yau visited a renowned pop cultural entertainment company on the Mainland and toured its thematic park this morning. Specialising in popular intellectual property (IP) artistic toys, the company has successfully commercialised IP in cultural and creative industries, with a number of products gaining popularity both domestically and globally. Mr Yau also met with representatives of the company to learn about its operation and the development of IP products on the Mainland.

Noting that the effective protection and efficient transaction of IP is crucial to promoting the development of cultural and creative industries as well as technological innovation, Mr Yau said that the Hong Kong Special Administrative Region Government is taking forward a series of initiatives to protect the fruits of innovation and creativity to promote IP trading and strengthen training of IP talent, thereby pressing ahead with the development of Hong Kong into a regional IP trading centre.

In the afternoon, Mr Yau met with representatives of the China Alcoholic Drinks Association to promote Hong Kong's immense opportunities for wine merchants following the deduction in liquor duty. He said that the two-tier system announced in last October's Policy Address has effectively promoted high-end liquor trade, with increases recorded in both the quantity and value of liquor imported.

He pointed out that Mainland wine and liquor products, especially Chinese baijiu, are highly regarded in the global market in recent years, showing great market potential and room for growth. He added that Hong Kong could serve as a key hub for trading and distribution of high-end liquor, including Chinese baijiu, and Mainland wine merchants are encouraged to use Hong Kong as a platform for Chinese baijiu to go global.

Mr Yau will return to Hong Kong tomorrow afternoon (March 29).

