

**立法會**  
***Legislative Council***

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Tel : 2869 9205  
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From : Clerk to the Legislative Council  
To : All Members of the Legislative Council

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**Council meeting of 8 July 2009**

**Proposed amendment to motion on  
“Assisting local enterprises in brand building and product development”**

Further to LC Paper No. CB(3) 744/08-09 issued on 24 June 2009, Hon Vincent FANG Kang has given notice to move an amendment to Hon James TO Kun-sun’s motion on “Assisting local enterprises in brand building and product development” scheduled for the Council meeting of 8 July 2009. As directed by the President, Hon Vincent FANG’s amendment will be printed in the terms in which it was handed in on the Agenda of the Council.

2. For Members’ ease of reference, the terms of the original motion and of the motion, if amended, are set out in the **Appendix**.

( Mrs Justina LAM )  
for Clerk to the Legislative Council

Encl.

(Translation)

**Motion debate on  
“Assisting local enterprises in brand building and product development”  
to be held at the Legislative Council meeting  
of Wednesday, 8 July 2009**

**1. Dr Hon LAM Tai-fai’s original motion**

That, as market competition is getting keener, Hong Kong enterprises engaging in original equipment manufacturing and processing businesses, especially the small and medium enterprises, are facing problems of diminishing competitiveness and narrowing room for development, and coupled with the present impact of the global financial crisis, slackening European and US economy and declining purchasing power, the export business of Hong Kong enterprises is hard hit and their operation is getting more difficult; in order to achieve the objective of ‘supporting enterprises and preserving employment’, this Council urges the Government to proactively assist Hong Kong enterprises in brand building and product development so as to enhance the uniqueness of their products and services, thereby increasing their market competitiveness and opening up a diversified market, as well as safeguarding local employment opportunities, the measures include:

- (a) supporting brand and design research projects so as to provide the industry with technical and information support for the development of product branding and service branding, and establishing a high-level standing institution which is specifically responsible for initiating, studying, formulating and promoting an overall development strategy for Hong Kong brands, as well as planning and coordinating brand-related activities organized by various sectors, in particular the industrial and business sectors, of Hong Kong;
- (b) systematically establishing a platform for promoting local brands, such as turning industrial buildings into exhibition and sales centres for brand-name products and setting up character precincts in immigration control points to showcase Hong Kong’s brand-name products, with a view to exploring business opportunities and promoting employment;
- (c) providing substantive support for Hong Kong brands to expand in the Mainland market and implementing the trade and investment facilitation measures in relation to the cooperation in areas of commodity inspection, brands, etc, under the Mainland and Hong Kong Closer Economic Partnership Arrangement, so as to open up business opportunities in the Mainland market; and

- (d) proactively discussing with the Mainland Government to expeditiously strengthen the protection of Hong Kong businessmen's intellectual property rights in brands, trademarks, designs and patented technologies, and introducing facilitation measures, such as making reference to overseas practices to study the feasibility of 'one-registration, two-uses' for trademarks, establishing a mutual recognition regime for trademark registration in both the Mainland and Hong Kong, and offering special protection for well-known trademarks and brands.

## **2. Motion as amended by Hon Vincent FANG Kang**

That, as *under the attack by both the financial tsunami and human swine flu*, market competition is getting keener, Hong Kong enterprises engaging in original equipment manufacturing and processing businesses, especially the small and medium enterprises, are facing problems of diminishing competitiveness and narrowing room for development, and coupled with the ~~present impact of the global financial crisis~~, slackening European and US economy and declining purchasing power, the export business of Hong Kong enterprises is hard hit and their operation is getting more difficult; in order to achieve the objective of 'supporting enterprises and preserving employment', this Council urges the Government to proactively assist Hong Kong enterprises in brand building and product development so as to enhance the uniqueness of their products and services, thereby increasing their market competitiveness and opening up a diversified market, as well as safeguarding local employment opportunities, the measures include:

- (a) supporting brand and design research projects so as to provide the industry with technical and information support for the development of product branding and service branding, and establishing a high-level standing institution which is specifically responsible for initiating, studying, formulating and promoting an overall development strategy for Hong Kong brands, as well as planning and coordinating brand-related activities organized by various sectors, in particular the industrial and business sectors, of Hong Kong;
- (b) systematically establishing a platform for promoting local brands, such as turning industrial buildings into exhibition and sales centres for brand-name products and setting up character precincts in immigration control points to showcase Hong Kong's brand-name products, with a view to exploring business opportunities and promoting employment;
- (c) providing substantive support for Hong Kong brands to expand in the Mainland market and implementing the trade and investment facilitation measures in relation to the cooperation in areas of commodity inspection, brands, etc, under the Mainland and Hong Kong Closer Economic Partnership Arrangement, so as to open up business opportunities in the Mainland market;  
~~and~~

- (d) proactively discussing with the Mainland Government to expeditiously strengthen the protection of Hong Kong businessmen's intellectual property rights in brands, trademarks, designs and patented technologies, and introducing facilitation measures, such as making reference to overseas practices to study the feasibility of 'one-registration, two-uses' for trademarks, establishing a mutual recognition regime for trademark registration in both the Mainland and Hong Kong, and offering special protection for well-known trademarks and brands; **and**
- (e) ***vigorously promoting to other places Hong Kong's testing and certification services to enhance its international profile and increase its recognition, so that local manufacturers can better utilize Hong Kong's testing and certification services to avoid encountering obstacles in testing, as well as ensuring that sufficient testing and certification professionals are trained to meet the demand.***

Note: Hon Vincent FANG's amendment is marked in ***bold and italic type*** or with deletion line.