

(Translation)

**Motion on**  
**“Assisting local enterprises in brand building and product development”**  
**moved by Dr Hon LAM Tai-fai**  
**at the Legislative Council meeting commencing**  
**on Wednesday, 8 July 2009**

**Motion as amended by Hon Vincent FANG Kang**

That, 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 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;

- (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.