

## **Guangdong: Annual Plan Introduced to Ensure Smooth Implementation of the Strategic Outline**

In early November 2007, Guangdong Provincial Government promulgated the “Strategic Outline of Guangdong Province for Intellectual Property (2007-2020)” (“Outline”). To carry out the Outline, the Intellectual Property Office (“IPO”) of Guangdong Province has developed relevant plan and launched a campaign to publicize the Outline. It has also teamed up with other IPR-related functional departments to introduce an annual plan for implementation of the Outline. The formulation of the Outline kicked off in 2005. In September 2005, the provincial government set up the IPR Strategic Work Leading Group, which is composed of 34 departments and headed by the Policy Research Office of the Provincial Party Committee and the IPO. The group made widespread and deep-going investigations and researches and, on this basis, came up with the draft of the Outline. The draft was first given to the domestic IPR theory community, administrative departments, judicial authorities, IPR holders and intermediary agencies to solicit their input before being submitted to the executive meeting of the provincial government and meeting of the Standing Committee of the Provincial Party Committee, where it was reviewed and adopted.

As a programmatic document, the Outline clarifies the development goal of the IPR work of the province, which is to establish and improve a system of creating independent IPR, a multi-level and all-round IPR protection system, a scientific and efficient IPR administration system, a fairly complete IPR policy system and a full-featured IPR service system that fit in with the development laws of the socialist market economy to keep the quantity and quality of independent IPR and independent brands in pace with the level of socioeconomic development and markedly enhance the capability of independent innovation and industrial competitiveness. By 2010, the province will witness a further reinforcement of its comprehensive IPR strength and continue to lead the country in IPR work. By 2020, the province will own a large number of IPRs of international competitive force and reach the then level of advanced countries in terms of the major indicators.

After the Outline was promulgated, the IPO of Guangdong Province organized a series of publicity activities to disseminate the significance and main content of the Outline through newspapers, magazines and TV. The Information Office and the Office of IPR Working Conference of Guangdong Province jointly held a press conference attended by representatives from news media and related circles. The event was covered in detail by China Intellectual Property Daily, Nanfang Daily, Yangcheng Evening News and Guangdong TV Station. China Intellectual Property Daily sent its resident reporter to have an exclusive interview with Vice Governor Song Hai. It also opened a special column, where the representatives from all sectors in Guangdong were invited to discuss the implementation of the Outline. Guangdong TV Station presented a series of illustrative reports about the Outline for 6 days running. Yangcheng Evening News devoted a full page of its theory section to experts’ comments on the Outline and descriptions of the important significance that the promulgation and implementation of the Outline for the local economy, industrial upgrading and development of enterprises in Guangdong.

This year is the first year of the implementation of the Outline. As the unit for the overall planning, coordination and guidance of the implementation of the IPR strategy, the IPO of Guangdong Province has asked over 20 functional departments related to IPR in the province about their ideas concerning the implementation of the relevant strategic plan and received lively response. Now, the “Plan of Guangdong Province for Implementation of the Strategic Outline of Intellectual Property in 2008” (“Plan”) has been developed and made available to all sectors for advice. The Plan includes more than 60 specific measures, which cover a wide spectrum, such as working hard to create independent IPR, further strengthening IPR protection, promoting IPR utilization, intensifying the macro administration of IPR, establishing and improving the public service system of IPR, building a contingent of IPR talents, boosting the coordinated development and foreign exchange and cooperation in the field of IPR, strongly whetting the IPR awareness of the whole society. It is known that the IPO of Guangdong Province will organize the formation of a Strategy Implementation Examination Working Group, which will develop an indicator system for evaluating the implementation of the strategy and examine, supervise and guide the progress of the tasks set out in the Outline and the actual effect thereof. (*Chinese Source: China IP News, April 9, Page 4*)