



NEWS RELEASE

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CAMBODIAN FILM COMMUNITY TEAMS UP WITH MPA AND U.S. EMBASSY TO HIGHLIGHT CREATIVITY DURING WORLD IP DAY

Singapore/Phnom Penh – On April 27, Westec Media, Ltd. and the Motion Picture Association (MPA) joined forces with the U.S. Embassy in Phnom Penh, Cambodia to organize a workshop on the protection of intellectual property rights as part of World Intellectual Property (IP) Day 2015. The workshop, which focused on this year's theme of creative contributions by the music industry, was led by officials from the U.S. Embassy, MPA, and Westec Media, Ltd., and was attended by representatives from the Cambodian Government, universities and creative industries. The workshop was followed in the evening by special screening of the new motion picture *Avengers: Age of Ultron*.

World IP Day is an initiative of the World Intellectual Property Organization (WIPO) and has been celebrated annually on April 26 since its inception in 2001. The day is primarily a chance to reflect on the importance of human innovation and celebrate the important role that IP plays in our daily lives. This year the focus is on music, which is an integral ingredient in many popular films and television shows.

As U.S. Embassy Deputy Chief of Mission Julie Chung told the audience, "Intellectual property is the foundation of economic growth, job creation and global competitiveness. It is essential that we create an environment where the next generation of artists, filmmakers and composers can expect the same certainty of being rewarded for their hard work by safeguarding their creative works through strong intellectual property rights protection."

Mr. Lim You Sour, Copyright Department, Ministry Of Culture Cambodia, said, "Events such as World IP Day allow us to reflect on the contribution film, music and other creative works make to our society – culturally, economically and socially – and prompt us to work closely together to ensure that creators are supported by an environment where their work is respected and protected."

"We are honored to jointly support this event with the MPA and the U.S. Embassy in recognizing the importance of IP," said Michael Chai of Westec Media, Ltd. "We are committed to providing a quality cinema experience for audiences here in Cambodia; however, we can only do this if we all partner together to create an environment where films are appreciated, their value acknowledged, and the rights of artists and producers fully protected."

"I hope many young people from Cambodia have the opportunity to follow their hearts in a career in the screen industry, make the films that are important to them, and have their work respected by audiences," said Susan Lee, Director of Operations and Special Projects, Asia-Pacific, MPA. "Today is a great opportunity for raising

awareness about the value of creativity and intellectual property, and the need to create a sustainable creative industry in Cambodia.”

“*Avengers: Age of Ultron*” is a superhero film sequel to 2012’s “*Marvel’s The Avengers*”. The film stars Robert Downey, Jr., Chris Hemsworth, Mark Ruffalo, Chris Evans, Scarlett Johansson and Jeremy Renner.

See images from World IP Day events in Asia Pacific [here](#).

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About the MPA:

Promoting & Protecting Screen Communities in Asia Pacific

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit www.mpa-i.org.

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