



# NEWS RELEASE

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## ASIA PACIFIC SCREEN COMMUNITIES MARK WORLD IP DAY WITH CELEBRATION OF WOMEN IN CREATIVITY AND INNOVATION

**SINGAPORE, APRIL 27, 2018:** Screen communities across the Asia Pacific marked World Intellectual Property Day (April 26) with a range of screening events and forums on this year’s important theme: “Powering change: Women in innovation and creativity”.

The Motion Picture Association (MPA) is co-hosting with U.S. Embassies, Consulates, government agencies and local film industries more than fourteen events in Asia Pacific countries including China, Cambodia, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Singapore, Taiwan, Thailand, the Philippines and Vietnam.

Around the region, speakers took the opportunity to recognize and celebrate how women in the creative sphere are re-imagining culture, testing the limits of artistry and creative expression, and drawing us into new worlds of experience and understanding, noting how a comprehensive awareness of the value IP helps to realise the full potential of creative ideas, and protects jobs in the creative industries.

On April 19, in **Japan**, we co-hosted with the U.S. Embassy a screening of *Ready Player One*, and released an online promotional campaign on popular movie website Cinema Now in partnership with MPAA local studio websites, sharing a strong IPR message with thousands of movie fans. Lagretta Nickles, Assistant Information Officer, U.S. Embassy in Japan, said, “This year’s theme is of particular interest to me. As a former lawyer, and someone whose job demands creativity and innovation, I have long recognized the importance of intellectual property rights. While practicing law, I often saw how many people, especially women, did not earn the recognition or financial benefit from what they invented or created. This injustice was due in part to a lack of awareness about how to protect one’s ideas and creations.”

On April 20, in the **Philippines**, the MPA joined local film industry, government and telecom sector representatives at a press conference and screening event to highlight the problem of illegal streaming, which increased by 75% between 2016 and 2017. The panel featured four women in senior positions in production, telecommunications and government, helping to amplify a positive message in line with this year’s World IP Day theme. The Philippine film and television community took the opportunity to launch a new commentary platform, [www.therightsstuff.film](http://www.therightsstuff.film). Well-known producer, Atty Joji Alonso, said, “The important and inspiring contributions of countless women around the globe are powering change in our world. Their “can do” attitude is an inspiration to us all. And their remarkable achievements are an invaluable legacy for young girls today with aspirations to become the inventors and creators of tomorrow.”

On April 24, in **Taiwan**, at an event involving female speakers from across many creative industries and government, Director General of Taiwan's Intellectual Property Office, Ms. Hong Shu-min, said, "Protecting intellectual property is everybody's responsibility. TIPO has been making effort to improve Taiwan's legal framework and advance with the digital era. As we know, our Copyright Act has not seen any major reviews or amendments in the past twenty years. Now, the draft amendment to the Copyright Act proposed by us is now in the Legislative Yuan."

On April 26, WIPO's official day marking celebrations saw events taking place in a number of countries:

- In **Singapore**, MPA partnered with USE to screen Marvel Studio's *Black Panther*, host an all-female panel discussion featuring independent filmmakers and the founder of an AI consultancy, and launch a new anti-piracy consumer campaign – *Say No To Piracy*. "Technical skills are always in demand, but it is a lot harder as a director to realise your projects, especially your first. I had to build my reel and fund it from my own pocket," said Ang Geck Geck, who worked various odd jobs to bankroll her passion.
- In **Cambodia**, MPA joined the Ministry of Commerce in a panel discussion on women in creativity and innovation.
- In **Mumbai, India**, MPA partnered with the U.S. Consulate for a special screening of *Three Billboards Outside Ebbing, Missouri*, and supported FICCI in the launch of a World IP Day quiz.
- In **Thailand**, MPA joined USPTO, the Ministry of Commerce and DIP for a panel discussion on women in creativity and a special screening of *Wonder Woman*.
- In **Japan**, MPA joined WIPO to host a panel featuring expert researchers from Hitachi and Fujitsu, and an 81-year-old creator of a mobile app.

On April 27, in **Hong Kong**, the creative community hosted a premiere of *Love's Thievery*, a student-produced short video encouraging creativity and respect for intellectual property rights, followed by a special screening of newly released *Avengers: Infinity War*. "World IP Day has offered us a unique opportunity each year to learn about the role that IP rights play in encouraging innovation and creativity. The Hong Kong Government has made concerted efforts in working with industry associations in promoting the public awareness of IPR protection in the community," said Maria Ng, Acting Director of Intellectual Property, the Government of the HKSAR.

Mike Ellis, President and Managing Director, Asia Pacific, MPA, said, "We appreciate the opportunity to co-host with other film and television industry stakeholders a large number of events in the Asia Pacific region, providing an extensive stage for women in the creative industries to share their stories and experience, and reinforce the importance of strong intellectual property rights to effectively protect their work."

#### **Upcoming events include:**

- On April 27 and 28, in **Delhi, India**, MPDA in association with the American Center will co-host screenings of *Black Panther*, *Three Billboards Outside Ebbing, Missouri* and *The Shape of Water*, including an IP conference and an anti-piracy film contest.
- On April 27, in **Mumbai, India**, MPDA, India will also participate in the FICCI World IP Day Conference - *Promoting Innovation, Creativity and IP Generation among Women Entrepreneurs*.
- On April 28, in **Vietnam**, MPA will join USE, BHD Star Cineplex and local stakeholders in a screening of *Black Panther*.

- On May 2, in **Malaysia**, government and industry stakeholders will host a public lecture: “Copyright Enforcement in a Digital Age – Empirical Evidence and Policy Implications”, by visiting U.S. academic, Dr. Brett Danaher, supported by the Centre for Content Promotion ([CCP](#)).
- On May 3, in **Indonesia**, MPA will co-host with the local producers association, *The Future of Our Creative Content Industry* forum, supported by the Centre for Content Promotion ([CCP](#)).
- On May 3, in **Korea**, the MPA will join the U.S. Embassy and KCOPA for a panel discussion with women film directors and screenwriters, and a screening of *Avengers: Infinity War*.

Every year MPA Asia Pacific works alongside local stakeholders to organize outreach programs during World IP Day to foster greater interaction among creative communities, various government agencies and students from all levels. These programs provide a platform for people to discuss, share and demonstrate how respect for IP can shape the future and contribute to a more vibrant global economy.

View images from events around the region [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](http://www.mpa-i.org).

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