



NEWS RELEASE

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ASIA PACIFIC SCREEN COMMUNITIES HIGHLIGHT IMPORTANCE OF CREATIVITY DURING WORLD IP DAY CELEBRATIONS

SINGAPORE – Screen communities across the Asia Pacific marked World Intellectual Property (IP) Day, which falls on April 26, with a range of screening events and workshops, acknowledging the originality and creativity of content creators.

The Motion Picture Association (MPA) is co-hosting with U.S. Embassies, Consulates, government agencies and local film industries more than twelve events in Asia Pacific countries including China, Hong Kong, India, Indonesia, Japan, South Korea, Malaysia, Singapore, Taiwan, Thailand, the Philippines and Vietnam. Around the region, speakers took the opportunity to raise awareness about the value of creativity and IP, and the need to provide the best possible environment to protect it.

On April 23, in Vietnam, we partnered with the U.S. Embassy, the American Center, BHD, K+, KCC, An Sinh and the Foreign Trade University, to host an IPR workshop and a screening of *CAPTAIN MARVEL*. Speaking to more than 200 participants at the workshop, U.S. Embassy Economic Counselor Robert Gabor said, “Protecting innovation makes it possible to reward the people who take risks, contribute ideas, and solve the problems of the world. Today we celebrate the creativity and potential of Vietnam’s creators, artists, and innovators who showcase Vietnamese culture to the world, and develop new ways to tell the story of Vietnam.”

Director Viet Tu said, “Vietnamese artists need to be more active in protecting our rights. Vietnam is no longer a ‘small village pond’, we need to be a part of the world. The fact that Vietnam signed the CPTPP makes us more exposed to the world and reminds us that we must play by the rules. Through this workshop on ‘Creation: Value and Protection’, the public, relevant individuals and organizations will have a better understanding on intellectual property rights and will foresee what they need to do while entering a business that involves intellectual properties or creativity products. We should all work together to prevent the infringement of intellectual property rights.”

In the Philippines, the Film Development Council of the Philippines (FDCP), MPA, Department of Trade and Industry – Expert Marketing Bureau (DTI-EMB) and the Intellectual Property Office of the Philippines (IPOPHL) will hold a workshop and pitching competition over two days from April 26 to 27. Special guest speaker Martin Gallery, Head of International Sales & Distribution at Odin’s Eye Entertainment, said, “Our business is ultimately a creative business, which relies on being able to realize great ideas for the screens, in front of audiences. Every step of that creativity and distribution chain requires thought, imagination and talent, so today is an important day for focusing on these creative minds and making sure we provide an environment that fully protects their work.”

Liza Diño of FDCP said, “The creative work of filmmakers entertains us, educates us and enriches us through the most powerful story telling medium the world has ever known. We want filmmakers to feel confident that their labor of love is valued and protected, so that they can continue to contribute to the creative wealth of the Philippines.”

In Malaysia, the MPA partnered with the Intellectual Property Corporation of Malaysia (MyIPO) and the U.S. Embassy to host a screening of *AVENGERS: ENDGAME* at the GSC Signatures Mid Valley on April 26 with special guest U.S. Ambassador to Malaysia, Kamala Shirin Lakhdir.

Mike Ellis, President and Managing Director, Asia Pacific, MPA, said, “As we celebrate creativity and innovation this World IP Day, it is important to recognize how robust copyright provides the foundation for creative enterprise to flourish. Without an environment that supports creators’ copyright, they will not be able to build and sustain a business, employ others, and deliver quality content that entertains us, educates us, and enhances our diverse culture.”

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: Walt Disney Studios Motion Pictures, Netflix Studios, LLC, Paramount Pictures Corporation, Sony Pictures Entertainment Inc., Universal City Studios LLC, 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 and <https://www.facebook.com/motionpictureassociation>.

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