



PRESS NOTICE

21.11.11

Chinese Delegation on IP briefed by the Alliance

The Alliance Against IP Theft has presented detailed briefings to a fact-finding delegation from the Chinese Ministry of Industry and Information Technology visiting the UK.

The delegation was briefed on the complete range of activities pursued by the Alliance by Director General Susie Winter. Delegates also heard from Alliance members including ACID, The Publishers Association and the BPI on best practise in the UK for combating Intellectual Property theft, including the latest technological developments and the regulatory and legislative framework operating in the UK.

Following the conclusion of the visit, the delegation will use the information gathered to assess which techniques for combating IP theft could be appropriate for use in the People's Republic of China.

Commenting, Alliance Against IP Theft Director General Susie Winter said:

"We really valued the opportunity to be able to offer in-depth briefings to the delegation on the wide-range of activities the Alliance is involved in to protect IP in the UK. It was a great opportunity to share best-practise, and we were delighted to help establish such an important dialogue. We look forward to doing everything we can to support the Ministry of Industry and Information Technology in the future as they build expertise in combating IP theft."

The 25-strong delegation comprised a mixture of senior electronic technical specialists and senior electronic researchers from the Ministry of Industry and Information Technology. The Ministry has responsibility in the People's Republic of China for areas including the internet, the software industry, broadcasting and the national knowledge economy.

For media enquiries relating to the above, please contact Tim Connolly or Amy Bourke on 020 7618 9100 or alliance@luther.co.uk

Members:

Anti-Copying in Design
Anti-Counterfeiting Group
Authors' Licensing and Collecting Society
British Brands Group
BPI (British Recorded Music Industry) Limited
British Video Association
Business Software Alliance
Cinema Exhibitors Association
Copyright Licensing Agency
Design and Artists Copyright Society
Entertainment Retailers Association
Federation Against Copyright Theft
Film Distributors Association
Motion Picture Association
Premier League
PRS for Music
Publishers Association
Publishers Licensing Society
UK Interactive Entertainment

Supporters:

British Jewellery, Giftware & Finishing Federation
Video Standards Council

ENDS

NOTES TO EDITORS

ABOUT THE ALLIANCE

Established in 1998, the Alliance Against IP Theft is a UK-based coalition of trade associations and enforcement organisations with an interest in ensuring intellectual property rights receive the protection they need and deserve. With a combined turnover of over £250 billion, our members include representatives of the audiovisual, music, games and business software, and sports industries, branded manufactured goods, publishers, retailers and designers.

The Alliance is concerned with ensuring that intellectual property rights are valued in the UK and that a robust, efficient legislative and regulatory regime exists, which enables these rights to be properly protected. Our members work closely with trading standards and local police forces to reduce the harm caused by intellectual property crime in local communities and to ensure that legitimate businesses and traders are able to operate fairly.

We work closely with the Department for Business, Innovation and Skills and the Intellectual Property Office to raise awareness of the harm caused by IP theft. We, and many of our members, are also participants in the IP Crime Group, which facilitates cross departmental dialogue and joint working amongst the relevant enforcement bodies and organisations.

The Alliance Against Intellectual Property Theft Limited

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Chair: Lavinia Carey **Vice Chairs:** Dids Macdonald, Richard Mollet **Treasurer:** Kim Bayley

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