

## Fast Action Scheme 快速行動計劃

The Hong Kong Customs and Excise Department will collaborate with the Hong Kong Brands Protection Alliance (HKBPA) to conduct the Fast Action Scheme during the HKTDC Hong Kong Electronics Fair 2025 (Autumn Edition). HKBPA represents 68 trade associations and is now inviting applications from Hong Kong companies who are members of one of the 68 participating trade associations to join the Scheme.

Exhibitors can join the Scheme by registering the details of their trade marks and copyrights with HKBPA and paying the applicable handling fees to HKBPA prior to the commencement of the trade fair. Upon receipt of a complaint from the relevant trade mark or copyright owner, the Customs and Excise Department will take enforcement action against products exhibited at the fairground that infringe the rights of those companies that have joined the Scheme.

The Fast Action Scheme will be operated independently of the Hong Kong Trade Development Council by the Customs and HKBPA, and is not a substitute for the existing on-site intellectual property rights ("IPR") complaints procedure implemented by the HKTDC. Exhibitors who do not wish to participate in the Scheme are welcome to visit the HKTDC's on-site IPR office for assistance in the same manner as in the previous fairs.

For more details concerning the Scheme, please contact the Secretariat of HKBPA directly as follows:

Address : 1/F, CMA Building, 64-66 Connaught Road Central, Hong Kong  
Tel : (852) 2543 1255  
Fax : (852) 2544 2406  
Contact Person : Miss Candy Mui  
Email : [info@hkbpa.org](mailto:info@hkbpa.org)  
Website : <https://www.hkbpa.org/index.php?lang=en>

Exhibitors are also strongly advised to carefully scrutinise your exhibits and conduct all necessary due diligence on the IPRs attached to your exhibits prior to the trade fair to avoid possible IPR infringement at the fair.

If you have further questions regarding HKTDC's on-site IPR complaints procedure, please feel free to contact us.

在香港貿發局香港秋季電子產品展 2025 舉行期間，香港海關將與「香港工商品牌保護陣綫」合作於展覽會進行「快速行動計劃」。代表 68 個商會的「陣綫」現誠意邀請各商會所屬之會員公司參與是項計劃。

參展商可預先向「陣綫」登記其產品的品牌及版權資料，並於展覽會前向「陣綫」繳付有關費用。當已登記之品牌或版權持有人舉報侵權行為時，香港海關將核實跟進，並採取現場執法行動。

「計劃」將由海關及「陣綫」獨立運作，並不取代香港貿易發展局現有於展場內處理侵權投訴的程序。參展商如未有參加「計劃」，仍可一如以往親臨貿發局於場內之知識產權辦事處尋求協助。

如欲查詢「計劃」詳情，請與「香港工商品牌保護陣綫秘書處」聯絡：

地址 : 中環干諾道中 64-66 號香港中華廠商聯合會大廈 1 樓  
電話 : (852) 2543 1255  
傳真 : (852) 2544 2406  
聯絡人 : 梅小姐  
電郵 : [info@hkbpa.org](mailto:info@hkbpa.org)  
網址 : <https://www.hkbpa.org/>

本局特提醒各參展商於展覽會前詳細檢查其展品及盡力去處理其展品的知識產權，避免於展會中被控侵權。

如貴公司有任何進一步關於香港貿發局於場內處理侵權投訴的程序的疑問，歡迎隨時與貿發局聯絡。