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AIRPORT CAMPAIGN FOCUSES ON ILLEGAL IMPORT OF PIRATED DVDS INTO TAIWAN

Measures Aimed at Visitors to Mainland China During the Lunar New Year

At a press conference held today at Song Shan airport, the Government Information Office (GIO), with the support of the Taiwan Foundation Against Copyright Theft (TFACT), representing the Motion Picture Association (MPA) in Taiwan, announced measures planned to prevent the influx of pirated DVDs and counterfeit goods from Mainland China especially during the Chinese Lunar New Year, when many Taiwanese businessmen return for vacation.

These measures include slides demonstrated on the airplane to warn passengers that carrying illegal pirated DVDs into Taiwan is a criminal act, billboards in the hallways to remind passengers that carrying such DVDs will get you in trouble as well as the introduction of new drop-boxes at the arrival gates of every airport and harbour designed to allow passengers to discard their pirated discs.

The press conference was attended by government officials including Mr Chen Chih-Kuan, Director, Movie Department from the GIO, Ms Wang Mei-Hua, Director General, Taiwanese Intellectual Property Office (TIPO), Mr Lin Ming-Tang, Director, Investigation Section, Bureau of Taipei Customs and Mr Wei Sheng-Chih, Director of Song Shan Airport as well as Taiwanese movie star Mr Michael Chang (of "*Basketball Fire*" and "*Fighting Fish*" fame); Ms Maggy Tsai, Vice President, Deltamac; Ms. Ding Hsiao-Wen, Director of Operations, Hot Music Production Ltd. Spencer Yang, Executive Director of TFACT chaired the conference.

"We fully support the Taiwanese authority's initiative to alert passengers that the very act of carrying pirated DVDs into Taiwan is akin to smuggling counterfeit goods into the country," said Spencer Yang. "It might be an innocuous disc bought on holiday but when millions of such discs are in circulation it causes serious damage to the creative industries, both local and international."

"With the slides on the airplane and signage in the hallways, we are alerting passengers that carrying pirated goods is an offense and then with the drop-boxes, we give them a chance to do the right thing," said DG Wang from TIPO. "We hope that all passengers travelling during the Lunar New Year holidays keep this in mind. Ideally of course, passengers would have nothing to throw away as they would have refrained from buying such products while on their travels."

"I'm sure my colleagues in the film and other creative industries are very happy with this latest initiative by the Taiwanese customs and airport authorities to warn people that we take creativity and its infringement very seriously in Taiwan," said Taiwanese actor Mr Michael Chang. "We are also sure that the Taiwanese people will do the right thing in supporting us and not bring in pirated products."

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