

Survey on Manpower in Intellectual Property Trading and Management

- Summary of Survey Results -

**Intellectual Property Department
The Government of the Hong Kong Special Administrative Region**

2018

1 BACKGROUND

Survey Objective

1.1 Hong Kong is committed to promoting its development as an IP trading hub in the Asia-Pacific region. Like many businesses, manpower is an indispensable component for the business of Intellectual Property (“IP”) Trading and Management to thrive and sharpen its advantages in face of keen competition. In order to better understand the latest manpower situation in Hong Kong, the Intellectual Property Department (“IPD”) commissioned Mercado Solutions Associates Limited to conduct the Survey on Manpower in IP Trading and Management (“the Survey”). The key objective of the Survey is to collect information on the current landscape of the workforce engaged in “IP trading/management activities”^{Note 1} and “IP intermediary services”^{Note 2} in Hong Kong, the types of services and IP rights (“IPRs”) most commonly involved, and the market demand for the personnel involved.

Survey Coverage

1.2 The Survey covered establishments in industries in which IP-related businesses are likely to be prevalent. The industries were selected with reference to the results of: (i) a survey on IP trading activities commissioned by IPD and conducted in 2014, (ii) a desk-top study on the relevant IP industries undertaken by IPD in 2016 in preparation of the Survey, and (iii) focus group discussions and individual interviews conducted in the first half of 2017 prior to carrying out the fieldwork of the Survey (“Fieldwork”). A total of 20 industry groups were selected, which were categorised into two main groups, namely IP intermediaries and IP-related industries. The former consisted of 5 industry groups, and the latter consisted of 15 industry groups. For the category of IP-related industries, while it covered a wide spectrum of industry groups, the Survey focused only on the manpower engaged in IP trading/management activities, but not those involved in IP creation and production of IP rights.

^{Note 1} “IP trading/management activities” – IP trading activities generally refer to the buying, selling, transferring and licensing of IPRs, such as patents, copyright, industrial designs, trademarks, semi-conductor layout-designs, trade secrets and plant varieties; and IP management generally refers to the management of the IP assets concerned.

^{Note 2} “IP intermediary services” – such services generally refer to the services provided by IP intermediaries that facilitate and/or support IP trading and management including legal, accounting, financial, agency, consultancy and related services.

IP-intermediaries

- Solicitor services (HSIC code 6911)
- Barrister services (HSIC code 6912)
- Accounting services (HSIC codes 6921 & 6922; PE>=5)
- Business management & consultancy services (HSIC code 7022; PE>=5)
- Other miscellaneous professional, scientific and technical services (“Other professional services”) (HSIC code 7590)

IP-related Industries

- Motion picture, video & TV programme production & distribution (HSIC codes 5911 & 5913)
- TV programming & broadcasting (HSIC code 6020)
- Sound recording & music publishing (HSIC code 5920)
- Publishing of books, directories & mailing lists (HSIC code 5811)
- Computer programming & software publishing (HSIC codes 6201, 5821 & 5829)
- Leasing of IP & similar non-financial intangible assets (except copyrighted works) (“Leasing of IP & similar non-financial intangible assets”) (HSIC code 7730)
- Import/export trading of household goods (HSIC codes 4524 & 4514; PE>=5)
- Import/export trading of machinery, equipment & supplies (HSIC codes 4526 & 4516; PE>=5)
- Retail sale of wearing apparel, luggage cases, handbags, similar articles of leather/leather substitutes, jewellery & precious metal accessories (HSIC codes 477102, 477104 & 477402; PE>=5)
- Multimedia, visual & graphic design activities (HSIC code 7512; PE>=5)
- Advertising (HSIC codes 7411 & 7419; PE>=5)
- IT consultancy & computer facilities management activities (HSIC code 6202; PE>=5)
- Engineering, technical & consultancy services not related to construction and real estate activities, technical testing & analysis, R&D on natural sciences & engineering (“Engineering, technical & consultancy services not related to construction and real estate activities”) (HSIC codes 7120, 7190 & 7210)
- Industrial design services (HSIC code 7514)
- Knowledge transfer offices of universities & selected institutes (selected establishments in HSIC codes 8530, 8549 & 9411)

Notes: (HSIC) It stands for “Hong Kong Standard Industrial Classification”

(PE>=5) Only those establishments with 5 or more persons engaged were covered

2 METHODOLOGY

Data Collection Method and Enumeration Results

2.1 The survey data were collected mainly through face-to-face interviews conducted during in-person visits to the sampled establishments. Two structured questionnaires were designed to cater for the different requirements of IP intermediaries and IP-related industries. A set of explanatory notes was prepared for each of the questionnaire to assist the respondents to understand the concepts and key terms used in the relevant questionnaire.

2.2 The Fieldwork was conducted between 24 July 2017 and 9 February 2018. A total of 5 012 establishments were scientifically sampled, including 852 IP intermediaries and 4 160 establishments from IP-related industries. Among the establishments sampled, 979 were classified as invalid (including (a) those that had moved and having no traceable new addresses; (b) those being branches of another sampled establishment; (c) those closed or having no operation; (d) those whose business activities fell outside the scope of this Survey; and (e) those located in residential properties and no other contact information could be found). For the remaining 4 033 establishments, 1 609 were either cases of which the responsible persons were unable to be contacted or declined to participate in the Survey. Out of the 2 424 establishments that were successfully enumerated, a total of 423 were from the IP intermediaries and 2 001 were from the IP-related industries. The overall response rate achieved was 60.1%.

	IP Intermediaries	IP-related Industries	Total
(1) No. of cases successfully enumerated	423	2 001	2 424
(2) No. of confirmed unsuccessful cases	354	1 255	1 609
(3) No. of confirmed invalid cases	75	904	979
(4) Total = (1) + (2) + (3)	852	4 160	5 012
(5) Response rate = (1) / [(1) + (2)]	54.4%	61.5%	60.1%

2.3 For an overwhelming majority of industry groups, the Survey covered a fairly representative sample of establishments in the industry group concerned. However, in respect of the industry group of “accounting services”, since a number of the major accounting firms did not take part in the Survey, the total number of persons engaged in this industry group was under-reported. As the reported cases do not properly represent the “accounting services” industry from the statistical perspective, this industry group is excluded from the Survey findings in the ensuing paragraphs of this report.

2.4 Data from enumerated cases were properly weighted up to represent the total population.

Cautionary Remarks

2.5 For the industry group of “knowledge transfer offices of universities and selected institutes” among IP-related industries, the Survey only covered those establishments which were known to be or likely to be engaged in IP trading and/or IP management activities from information collected from various sources. As a result, the findings in this report in relation to this industry group only represented the position of those establishments that were successfully enumerated.

2.6 Some of the results are observations derived from a small number of samples. Those results in this report are therefore subject to relatively large sampling errors and should be interpreted with caution.

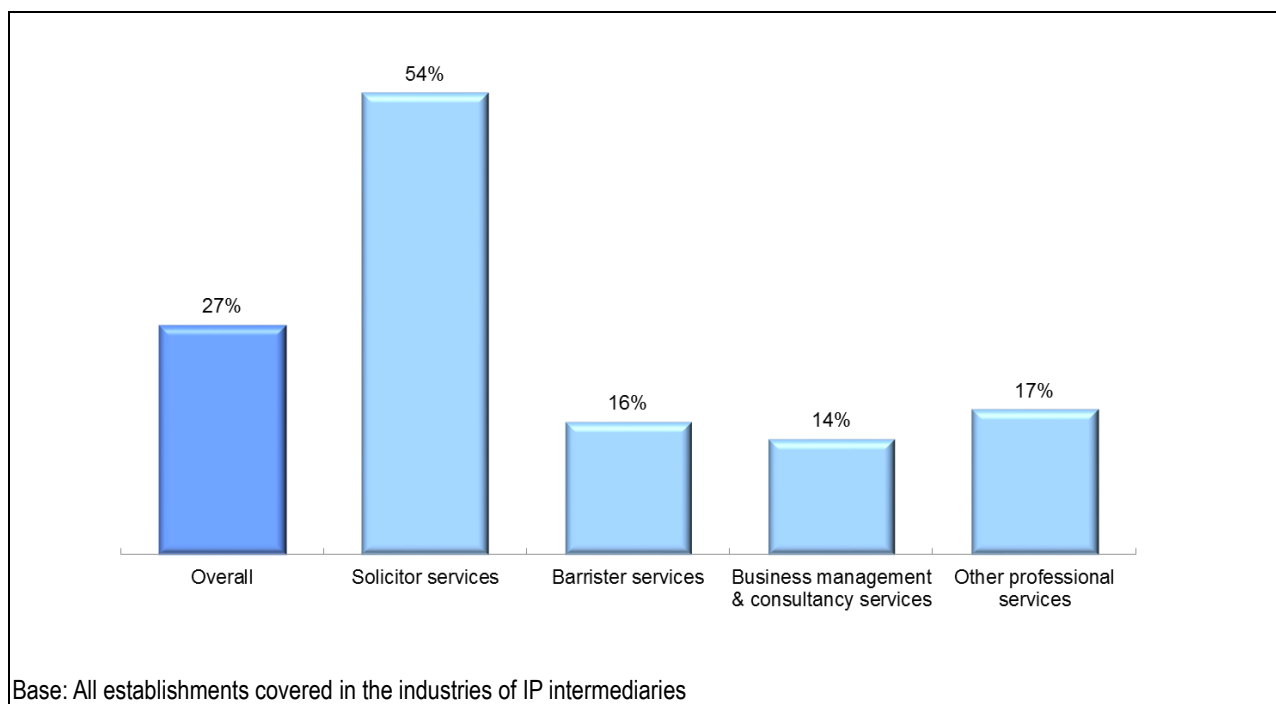
2.7 As a result of rounding in figures, there may be a slight discrepancy between the sum of individual items and the total as shown in some tables. It should also be noted that actual figures without rounding are used in compiling the percentage shares in tables.

3 FINDINGS ON IP INTERMEDIARIES

Proportion of Establishments Providing IP Intermediary Services, Types of IP Intermediary Services and Types of IPRs Involved

3.1 The Survey covered establishments in selected industry groups of IP intermediaries which may be involved in IP-related businesses, irrespective of whether individual establishments are actually involved in such businesses. Up to the time of enumeration, about 27% of the establishments in the selected industry groups of IP intermediaries indicated that they had provided some types of IP intermediary services and it is common that some industry groups provided more than one type of IP intermediary services (please refer to Figure 3.2 for the types of services). In terms of proportion of participation in providing such services, the “solicitor services” industry group has the highest proportion of 54%. Other industry groups also provided IP intermediary services to a varying extent. (Figure 3.1)

Figure 3.1: Proportion of establishments providing IP intermediary services



3.2 Across the various types of IP intermediary services (a total of 13) and the specific IPRs listed in the questionnaire, the Survey results showed that “IP registration” was the most common type of services rendered by IP intermediaries in Hong Kong; followed by "IP protection strategy (including consulting)". Apart from these two most common types of services, IP intermediaries in Hong Kong were also involved in a wide range of other services such as "obtaining/granting IP licensing/sub-licensing", "buying/selling IP", "IP litigation", "IP arbitration" as well as "IP mediation". (Figure 3.2)

Figure 3.2: Types of IP intermediary services provided

	Legal service industries		Non-legal service industries (%)
	Solicitor services (%)	Barrister services (%)	
Buying/selling IP	24	***	20
Obtaining/granting IP licensing/sub-licensing	31	***	20
IP inventory/portfolio recording, reviewing and updating	21	10	23
IP due diligence	16	20	17
IP registration	78	10	67
IP protection strategy (including consulting)	65	30	17
IP litigation	31	70	6
Arbitration of IP disputes (“IP arbitration”)	21	11	7
Mediation of IP disputes (“IP mediation”)	25	11	4
IP valuation	6	***	18
IP financing	1	***	***
IP matching	4	***	3
IP insurance	***	***	***

Base: All establishments in the legal service industries (i.e. industry groups of “solicitor services” and “barrister services”) and the non-legal service industries (i.e. industry groups of “business management & consultancy services” and “other professional services”) which had provided IP intermediary services

Note: Multiple answers were allowed

*** Statistics are not released in order to safeguard confidentiality of information provided by individual establishments

3.3 In terms of IPR types, "trademarks" was the most common IPR involved. The above findings apply to the legal services stream and the non-legal services stream of IP intermediaries. Almost all the legal service establishments that had provided IP intermediary services and about 95% of the non-legal service establishments that had provided IP intermediary services indicated that they had been involved in services relating to trademarks. Following "trademarks", "patents" was the next most common type of IPRs in which IP intermediaries in both the legal services stream and the non-legal services stream were involved in their services rendered. Apart from these two most common types of IPRs, the services provided by IP intermediaries in Hong Kong also covered many other types of IPRs such as "designs" and "copyright". (Figure 3.3)

Figure 3.3: Top 5 types of IPRs Involved

	Legal service industries		Non-legal service industries (%)
	Solicitor services (%)	Barrister services (%)	
Trademarks	100~	100	95
Patents	69	50	44
Copyright works other than copyright for computer software/system	35	40	34
Designs	36	40	22
Copyright for computer software/system	25	40	29

Base: All establishments in the legal service industries (i.e. industry groups of “solicitor services” and “barrister services”) and the non-legal service industries (i.e. industry groups of “business management & consultancy services” and “other professional services”) which had provided IP intermediary services

Note: Multiple answers were allowed

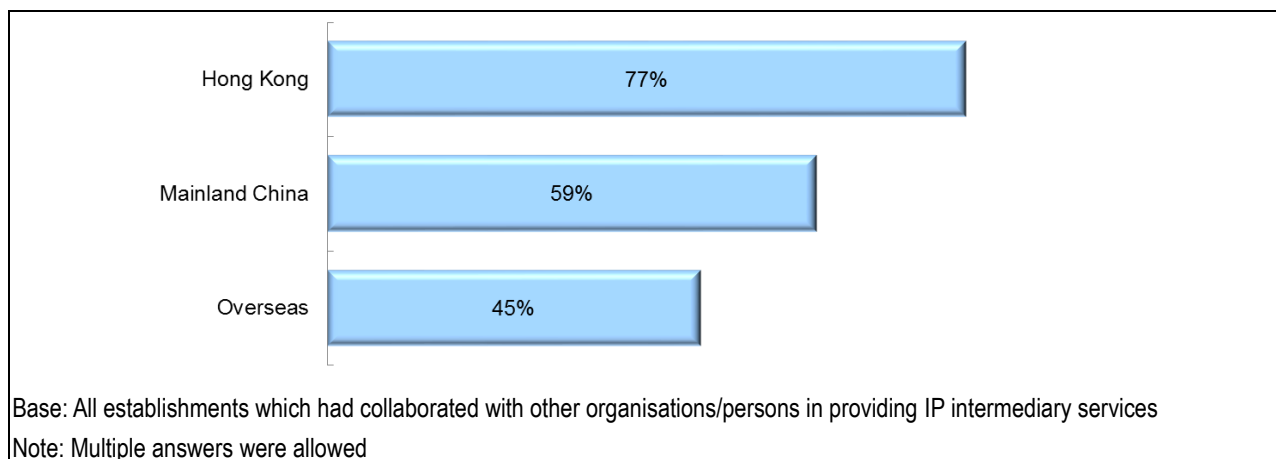
~ This is a rounded up figure, the actual figure should be “almost 100%”

Collaboration with Other Organisations or Persons in Providing IP Intermediary Services

3.4 In Hong Kong, the IP intermediaries also worked with other organisations or persons in providing their services. Based on the Survey findings, it is estimated that between 1 July 2016 and 30 June 2017 (the year preceding the Survey), about one-third of the establishments that had provided IP intermediary services had collaborated with other organisations or persons in providing one or more types of IP intermediary services. The most common types of IP intermediary services whereby Hong Kong IP intermediaries sought collaboration were “IP registration”, “IP litigation” and “IP protection strategy (including consulting services)”.

3.5 Among the IP intermediaries in Hong Kong which made collaborations with other organisations or persons in the year preceding the Survey, 77% had collaborated with partners in Hong Kong, 59% had collaborated with partners in Mainland China, and 45% had collaborated with partners overseas, for the purpose of rendering the intermediary services required. The majority of those establishments (about 80%) which collaborated with other organisations or persons in providing IP intermediary services indicated they had not encountered any difficulties in pursuing collaboration with others. (Figure 3.5)

Figure 3.5: Locations of the parties from whom collaboration was sought



Current Manpower Situation of IP-related Staff

3.6 The Survey findings suggested that, among the establishments which, up to the time of enumeration, had provided IP intermediary services, some 3 380 persons were engaged by the establishments for providing IP intermediary services as at 30 June 2017. They are collectively referred to as “*IP-related staff*”. This is a gross estimated number irrespective of the working time the individuals spent on work involving provision of IP intermediary services. (Figure 3.6)

Figure 3.6: IP-related staff – manpower situation by job level of individual industry groups

	Solicitor services		Barrister services		Business management & consultancy services		Other professional services		Overall	
	No. of persons	%	No. of persons	%	No. of persons	%	No. of persons	%	No. of persons	%
Managers & administrators	90	3	20	10	140	45	60	25	300	9
Professionals	1 120	42	170	90	80	27	60	26	1 440	42
Associate professionals	560	21	‡	‡	50	18	20	11	640	19
Clerical support workers	890	33	‡	‡	30	10	90	39	1 010	30
Total	2 650	100	190	100	310	100	230	100	3 380	100

Base: All IP-related staff as at 30 June 2017

Note: The estimated number of persons was rounded to the nearest 10

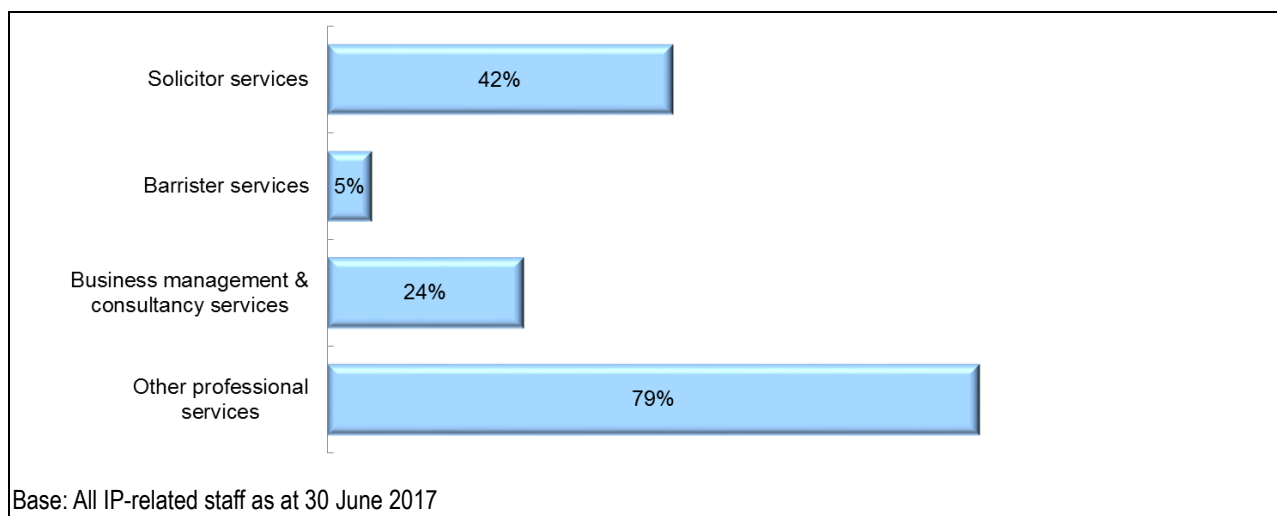
‡ Estimated number of persons less than 10, or related percentages derived based on such estimates

3.7 On the spread of job levels, a greater proportion of *IP-related staff* were professionals (42% of all *IP-related staff* in IP intermediaries). This is especially the case for the industry groups in the “legal services” stream where “professionals” took up as much as 90% of *IP-related staff* in “barrister services” and 42% in “solicitor services”. For the industry group of “business management and consultancy services”, “managers and administrators” constituted the main workforce and made up 45% of *IP-related staff* in that industry group. Clerical support services also played an important supporting role with “clerical support workers” constituting 30% of all *IP-related staff* in the IP-intermediaries.

3.8 It is noted that the vast majority of *IP-related staff* were locally recruited (at least 94% for each of the different job levels). The workforce of IP-intermediary services had a mix of young and experienced staff. In terms of average age, the median range for “professionals” was 30 to 39 years, whereas the median range for “managers and administrators” level was 40 to 49 years. The median ranges of the requirement of years of relevant experience of *IP-related staff* were respectively, “6 to less than 10 years” for “managers and administrators”, “3 to less than 6 years” for “professionals”, and “less than 3 years” for “associate professionals”. For all these three classes of *IP-related staff*, the most commonly cited minimum education requirement of different job levels was bachelor degree.

3.9 The proportion of time that *IP-related staff* spent on providing IP intermediary services (vis-a-vis other types of services) varied among different industry groups. In the year preceding the Survey, *IP-related staff* in “solicitor services” spent about 42% of their working time in delivering IP-intermediary services. It is noted that in the “other professional services” industry group, *IP-related staff* devoted about 79% of their total working time in providing such services. (Figure 3.9)

Figure 3.9: IP-related staff – average percentage of total working time spent on providing IP intermediary services between 1 July 2016 and 30 June 2017



Job Vacancies, Turnover and Recruitment of IP-related Staff

3.10 Among the establishments providing IP intermediary services, the number of vacancies for *IP-related staff* was relatively small. It is estimated that as at 30 June 2017, there were 180 job vacancies for *IP-related staff*, with relatively more vacancies in “solicitor services” (about 130), and for the levels of “associate professionals” (about 80) as well as “professionals” (about 50). These vacancies provide opportunities for new blood to join the workforce of providing IP intermediary services. On the other hand, it is estimated that among the establishments which had provided IP intermediary services, about 230 *IP-related staff* left the establishments between 1 July 2016 and 30 June 2017 with relatively higher number of *IP-related staff* leaving the “solicitor services” (about 140), and more were at the levels of “associate professionals” (about 80) and “professionals” (about 70). (Figures 3.10a – d)

Figure 3.10a: Vacancies for IP-related staff as at 30 June 2017 – by industry group

	No. of vacancies for IP-related staff
Solicitor services	130
Barrister services	‡
Business management & consultancy services	40
Other professional services	10
Total	180

Base: All establishments which had provided IP intermediary services

Note: The estimated number of vacancies was rounded to the nearest 10

‡ Estimated number of vacancies less than 10

Figure 3.10b: Vacancies for IP-related staff as at 30 June 2017 – by job level

	No. of vacancies for IP-related staff
Managers & administrators	20
Professionals	50
Associate professionals	80
Clerical support workers	40
Total	180

Base: All establishments which had provided IP intermediary services

Note: The estimated number of vacancies was rounded to the nearest 10

Figure 3.10c: IP-related staff who left the establishments between 1 July 2016 and 30 June 2017 – by industry group

	No. of IP-related staff who left the establishments
Solicitor services	140
Barrister services	20
Business management & consultancy services	20
Other professional services	60
Total	230

Base: All establishments which had provided IP intermediary services

Note: The estimated number of persons who left the establishments was rounded to the nearest 10

Figure 3.10d: IP-related staff who left the establishments between 1 July 2016 and 30 June 2017 – by job level

	No. of IP-related staff who left the establishments
Managers & administrators	20
Professionals	70
Associate professionals	80
Clerical support workers	60
Total	230

Base: All establishments which had provided IP intermediary services

Note: The estimated number of persons who left the establishments was rounded to the nearest 10

3.11 On the recruitment of *IP-related staff*, for the establishments which had conducted recruitment in the year preceding the Survey, the median ranges of time required for completing the recruitment process at the respective levels were: between 3 months to less than 6 months for “professionals”; and between 1 month to less than 3 months for all other levels, namely “managers and administrators”, “associate professionals” and “clerical support workers”. It appears that the establishments providing IP intermediary services could generally fill vacancies or new job openings within a few months.

3.12 The provision of IP intermediary services relied on a wide spectrum of workforce, as illustrated by the Survey findings, who were of a mixed background in terms of age, education, experience and qualifications, to fill positions at different levels. The question of whether the establishments would expect the job applicants to have knowledge in IP if they were to recruit *IP-related staff* in the two years following the Survey (till mid-2019) was included in the questionnaire. Among those who responded, a higher proportion (52%) suggested that they would expect the applicants to have some basic knowledge such as “IP concepts” and “local IP laws” upon taking up the positions. Some respondents (34% of those who replied) also preferred applicants to have completed relevant IP course(s) or possessed related professional qualification(s) such as the qualification to practise as a lawyer in Hong Kong or as a trademark attorney/agent or patent attorney/agent.

3.13 The enumerated establishments were also asked if they had provided any IP-related training for their staff in the year preceding the Survey. Up to the time of enumeration, among those which had provided IP intermediary services, about 12% of them indicated that they had provided such training (including on the job training and otherwise).

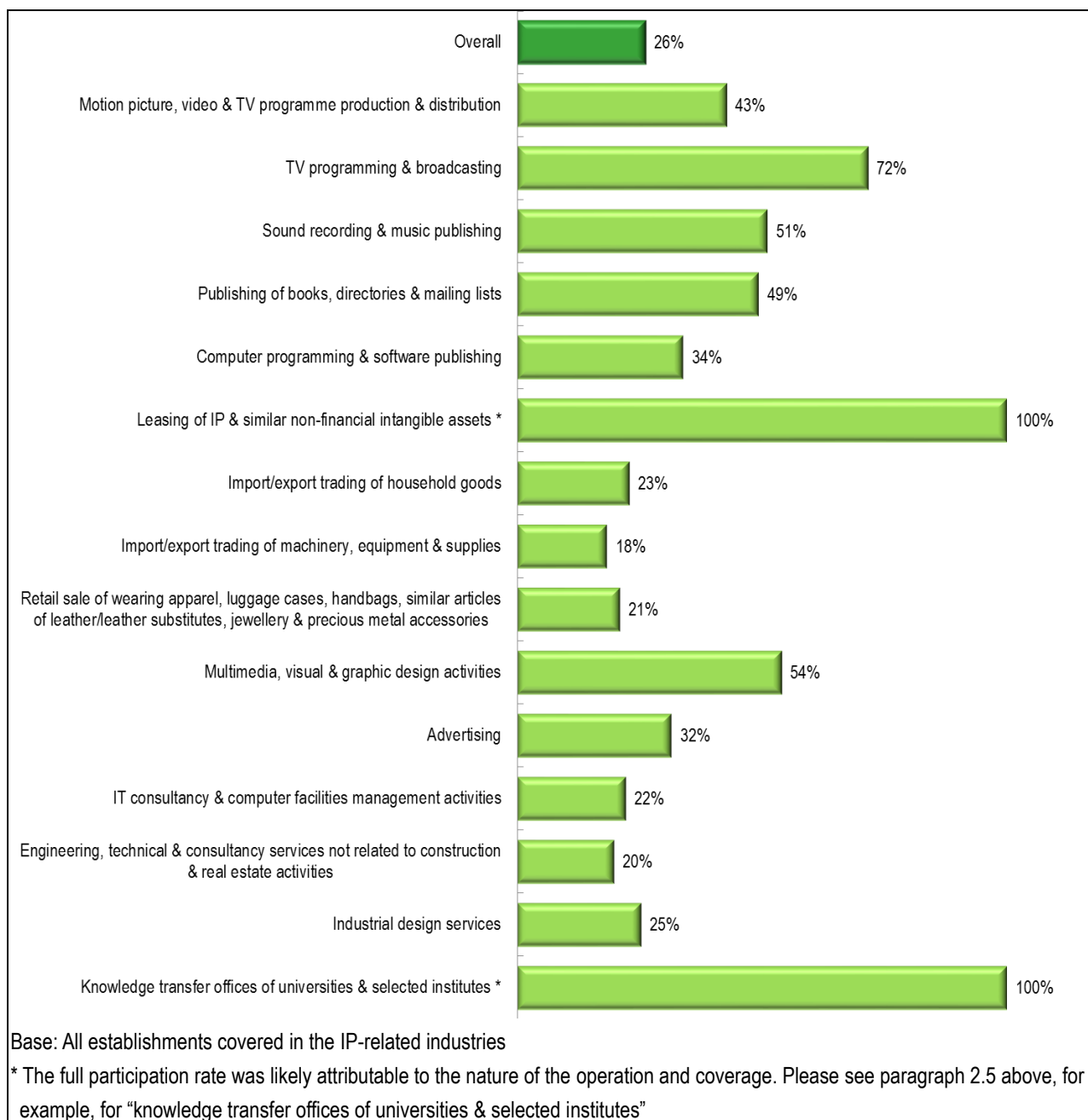
3.14 Some establishments also responded to the question on sufficiency of manpower in handling various types of IPRs in the short term (up till mid-2019). A higher proportion of respondents considered that, the existing manpower might not be adequate in meeting the demand for various kinds of service relating to certain IPRs such as “trademarks” and “designs”. Other than that, “patents” was also regarded as one type of IPRs which would require more talents to cope with the future service demand.

4 FINDINGS ON IP-RELATED INDUSTRIES

Proportion of Establishments Engaging in IP Trading/Management Activities, Types of IP Trading/Management Activities and Types of IPRs Involved

4.1 Apart from IP intermediaries, the Survey also covered establishments in selected IP-related industries which may be involved in IP-related businesses, irrespective of whether individual establishments are actually involved in such businesses. The Survey results showed that, up to the time of enumeration, about 26% of the establishments in the selected IP-related industries had engaged in one or more types of IP trading/management activities (please refer to Figure 4.2 for the types of activities). The proportion of involvement varied from industry to industry, the participation rate reached 100% for the industry groups of “knowledge transfer offices of universities and selected institutes” and “leasing of IP and similar non-financial intangible assets”. For the other 13 industry groups, the industry groups with the highest participation rate were “TV programming and broadcasting” (72%), “multi-media, visual and graphic design activities” (54%) and “sound recording and music publishing” (51%). (*Figure 4.1*)

Figure 4.1: Proportion of establishments engaging in IP trading/management activities in each industry group



4.2 The most prevalent IP activities engaged by the establishments in IP-related industries were “IP registration”, followed by “buying IP” and “obtaining/granting IP licensing/sub-licensing”. The extent of engagement in different types of IP trading/management activities varied significantly among different industry groups. For example, the proportion of establishments engaged in “buying IP” was higher among the industry groups of “multimedia, visual and graphic design activities”, “TV programming and broadcasting”, “motion picture, video and TV programme production and distribution”, “computer programming and software publishing”, “publishing of books, directories and mailing lists” and “advertising” than the others. (Figure 4.2)

Figure 4.2: Types of IP trading/management activities engaged by individual industry group

	Motion picture, video & TV programme production & distribution (%)	TV programming & broadcasting (%)	Sound recording & music publishing (%)	Publishing of books, directories & mailing lists (%)	Computer programming & software publishing (%)
IP registration	28	39	26	29	27
Buying IP	65	77	28	51	61
Obtaining IP licensing/sub-licensing	78	40	50	47	49
Selling IP	22	69	34	60	62
IP inventory/portfolio recording, reviewing and updating	22	40	31	10	25
IP protection strategy	12	16	28	13	31
Granting IP licensing/sub-licensing	22	32	26	10	28
IP due diligence	11	32	5	9	20
Enforcement of IPRs#	8	16	17	1	10
IP valuation	6	***	4	***	9
	Leasing of IP & similar non-financial intangible assets (%)	Import/export trading of household goods (%)	Import/export trading of machinery, equipment & supplies (%)	Retail sale of wearing apparel, luggage cases, handbags, similar articles of leather/leather substitutes, jewellery & precious metal accessories (%)	Multimedia, visual & graphic design activities (%)
IP registration	69	73	72	76	20
Buying IP	***	30	22	5	95
Obtaining IP licensing/sub-licensing	44	16	10	21	25
Selling IP	6	13	8	***	58
IP inventory/portfolio recording, reviewing and updating	9	21	22	5	35
IP protection strategy	31	15	10	8	***
Granting IP licensing/sub-licensing	13	9	4	14	17
IP due diligence	***	10	5	5	***
Enforcement of IPRs#	***	6	1	5	***
IP valuation	***	4	***	2	***
	Advertising (%)	IT consultancy & computer facilities management activities (%)	Engineering, technical & consultancy services not related to construction and real estate activities (%)	Industrial design services (%)	Knowledge transfer offices of universities & selected institutes (%)
IP registration	49	57	69	59	100
Buying IP	51	35	12	46	***
Obtaining IP licensing/sub-licensing	4	43	35	24	***
Selling IP	***	14	14	22	***
IP inventory/portfolio recording, reviewing and updating	45	***	9	16	100
IP protection strategy	21	***	34	29	100
Granting IP licensing/sub-licensing	14	25	18	24	67
IP due diligence	27	***	19	27	***
Enforcement of IPRs#	***	***	7	5	50
IP valuation	4	***	19	8	50

"Enforcement of IPRs" includes IP litigation, IP arbitration and IP mediation

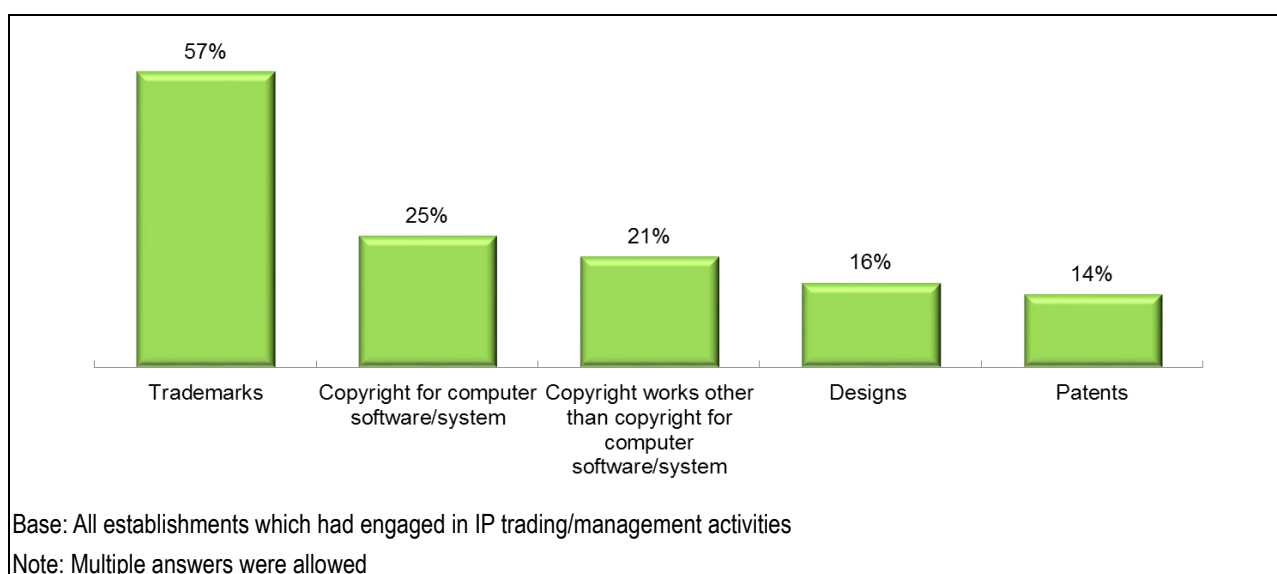
Base: All establishments which had engaged in IP trading/management activities

Note: Multiple answers were allowed

*** Statistics are not released in order to safeguard confidentiality of information provided by individual establishments

4.3 In terms of IPR types, "trademarks" was the most common IPR involved. Among the establishments which had engaged in IP trading/management activities, more than half of them (i.e. 57%) were involved in activities relating to trademarks. Following "trademarks", "copyright for computer software/system" and "copyright works other than copyright for computer software/system" were the next two most common types of IPRs involved by the industries. More specifically, 25% of the above establishments had engaged in work relating to "copyright for computer software/system" while 21% of them had engaged in activities involving "copyright works other than copyright for computer software/system". (Figure 4.3)

Figure 4.3: Top 5 common types of IPRs involved



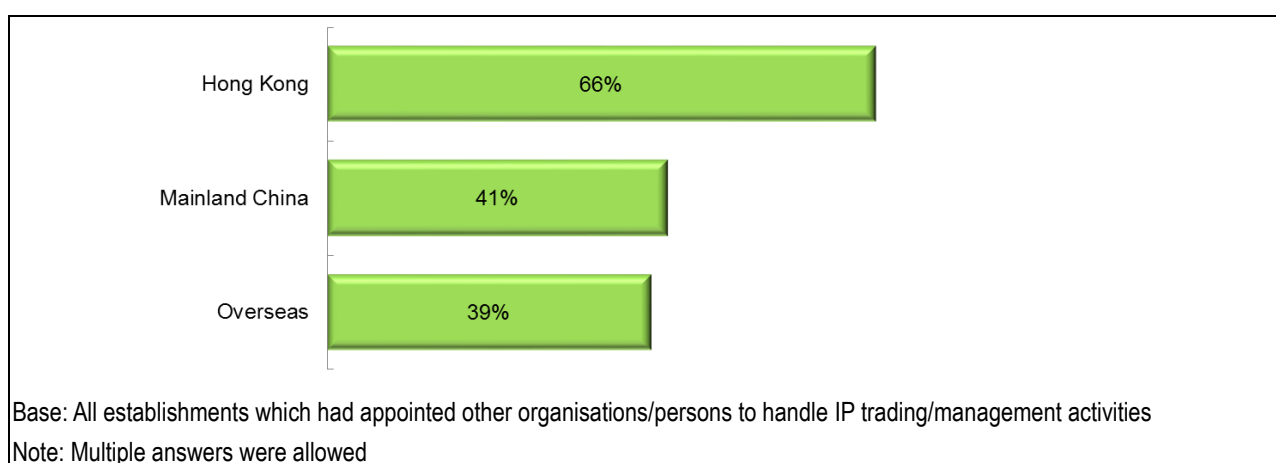
Appointment of Other Organisations or Persons in Handling IP Trading/Management Activities

4.4 According to the establishments which had engaged in IP trading/management activities, about one-third of them had appointed other organisations or persons ("appointed agent(s)") to handle one or more types of such activities between 1 July 2016 and 30 June 2017 (the year preceding the Survey). IP trading/management activities that were commonly undertaken by the appointed agents included "IP registration", "buying IP" and "obtaining IP licensing/sub-licensing". More specifically, among the establishments that had engaged appointed agents to handle IP trading/management activities in the year preceding the Survey, 55% of them had engaged such agents to handle "IP registration" work, and in relation to "buying IP" and "obtaining IP licensing/sub-licensing", the respective

percentages were 32% and 26%.

4.5 As regards the location of the appointed agents, 66% of the establishments which had appointed such agents to handle IP trading/management activities in the year preceding the Survey appointed parties that were located in Hong Kong. As regards engagement of appointed agents located in Mainland China or overseas, the respective percentages were 41% and 39%. When the establishments were asked whether they faced any particular difficulties in engaging other organisations/persons as appointed agents to handle IP trading/management activities, about 85% revealed that they had not encountered difficulties in making such appointment. (Figure 4.5)

Figure 4.5: Locations of the appointed organisations/persons



Current Manpower Situation of IP Trading/Management Staff

4.6 Based on the Survey findings, it is estimated that as at 30 June 2017, some 21 630 persons were engaged by IP-related industries for IP trading/management work. They are collectively referred to as “IP trading/management staff”. This is a gross estimated number irrespective of the working time the individuals spent on IP trading/management activities. (Figures 4.6)

Figure 4.6: IP trading/management staff – overall manpower situation by job level

	Overall	
	No. of persons	%
Managers & administrators	8 050	37
Professionals	2 180	10
Associate professionals	1 590	7
Clerical support workers	9 800	45
Total	21 630	100

Base: All IP trading/management staff as at 30 June 2017

Note: The estimated number of persons was rounded to the nearest 10

4.7 On the profile of *IP trading/management staff* as at 30 June 2017, the vast majority of them were recruited locally (at least 92% for each of the different job levels). The level of *IP trading/management staff* varied from industry to industry. With different business focus in different industry groups, the workforce combination also varied. The industry group of “retail sale of wearing apparel, luggage cases, handbags, similar articles of leather/leather substitutes, jewellery and precious metal accessories” is the one with the highest proportion of “managers and administrators” (69%), followed by the “leasing of IP and similar non-financial intangible assets” (60%) and “industrial design services” (53%). The industry group with the highest proportion of “professionals” was “multimedia, visual and graphic design activities” (55%). The “knowledge transfer offices of universities and selected institutes” industry group had a fairly high proportion of “professionals” (38%) and “associate professionals” (24%). The “clerical support workers” formed a key component of *IP trading/management staff* in different industry groups and notably constituting over 50% of the staff composition in the “import/export trading of household goods”, “publishing of books, directories and mailing lists”, “motion picture, video and TV programme production and distribution” and “advertising” industry groups. (*Figure 4.7*)

Figure 4.7: IP trading/management staff – manpower situation by job level for individual industry groups

	Motion picture, video & TV programme production & distribution		TV programming & broadcasting		Sound recording & music publishing		Publishing of books, directories & mailing lists		Computer programming & software publishing	
	No. of persons	%	No. of persons	%	No. of persons	%	No. of persons	%	No. of persons	%
Managers & administrators	490	34	40	30	150	44	400	29	1 010	38
Professionals	130	9	20	13	20	4	50	4	670	25
Associate professionals	80	6	10	9	20	4	200	14	290	11
Clerical support workers	740	51	70	48	160	47	740	54	670	25
Total	1 440	100	140	100	350	100	1 380	100	2 630	100
	Leasing of IP & similar non-financial intangible assets		Import/export trading of household goods		Import/export trading of machinery, equipment & supplies		Retail sale of wearing apparel, luggage cases, handbags, similar articles of leather/leather substitutes, jewellery & precious metal accessories		Multimedia, visual & graphic design activities	
	No. of persons	%	No. of persons	%	No. of persons	%	No. of persons	%	No. of persons	%
Managers & administrators	60	60	3 990	36	650	46	560	69	40	8
Professionals	‡	‡	570	5	60	4	‡	‡	280	55
Associate professionals	20	22	500	4	160	12	30	4	100	21
Clerical support workers	10	9	6 070	55	540	38	200	25	80	16
Total	110	100	11 130	100	1 410	100	800	100	500	100
	Advertising		IT consultancy & computer facilities management activities		Engineering, technical & consultancy services not related to construction and real estate activities		Industrial design services		Knowledge transfer offices of universities & selected institutes	
	No. of persons	%	No. of persons	%	No. of persons	%	No. of persons	%	No. of persons	%
Managers & administrators	120	29	200	34	210	47	120	53	20	28
Professionals	30	7	140	23	140	30	60	26	30	38
Associate professionals	60	14	40	8	30	6	20	10	20	24
Clerical support workers	200	51	210	35	70	16	30	12	‡	‡
Total	400	100	590	100	450	100	220	100	70	100

Base: All IP trading/management staff as at 30 June 2017

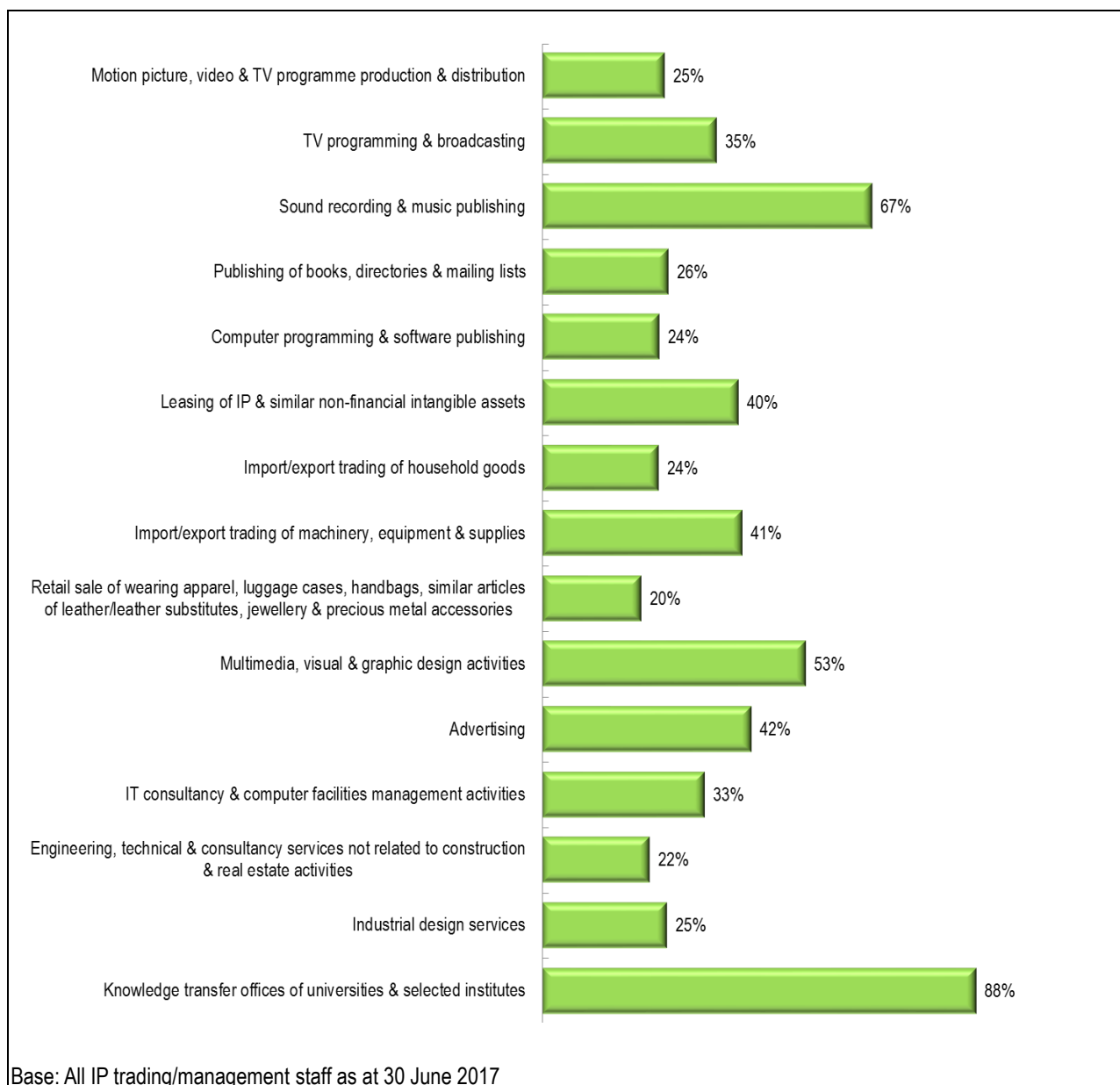
Note: The estimated number of persons was rounded to the nearest 10

‡ Estimated number of persons less than 10, or related percentages derived based on such estimates

4.8 For *IP trading/management staff*, their average age, minimum requirement on years of relevant experience, and minimum education requirements varied across different levels of the workforce of the IP-related industries. In terms of average age, the median range for “clerical support workers” was below 30 years whereas the median range for “managers and administrators” was higher (i.e. 40 to 49 years). The median ranges of minimum requirement on the years of relevant experience for “clerical support workers” were “less than 3 years”, and “3 to less than 6 years” for “managers and administrators”, “professionals” as well as “associate professionals”. The minimum education requirement most commonly applied for “clerical support workers” was secondary or below; for “associate professionals”, sub-degree/diploma/certificate; and for “managers and administrators” as well as “professionals”, bachelor degree.

4.9 The proportion of working time of *IP trading/management staff* spent on IP trading/management work (vis-a-vis other non-IP related duties) also varied from industry to industry. In the year preceding the Survey, the industry group of “knowledge transfer offices of universities and selected institutes” took the lead with their *IP trading/management staff* spending 88% of their working time in the relevant work. On the other hand, *IP trading/management staff* in “retail sale of wearing apparel, luggage cases, handbags, similar articles of leather or leather substitutes, jewellery and precious metal accessories” spent about 20% of their total working time on IP trading/management work. (Figure 4.9)

Figure 4.9: IP trading/management staff – average percentage of total working time spent on IP trading/management work between 1 July 2016 and 30 June 2017



Job Vacancies, Turnover and Recruitment of IP Trading/Management Staff

4.10 Staff is an important asset for the establishments engaged in IP trading/management activities. While qualifications are essential for staff at "professionals" and "associate-professionals" levels, experience and work skills played a key role for IP trading/management activities. With respect to the vacancy and turnover, it is estimated that as at 30 June 2017, there were about 370 job vacancies for *IP trading/management staff*, and between 1 July 2016 and 30 June 2017, about 620 *IP trading/management staff* left the establishments which had engaged in IP trading/management activities.

4.11 As at 30 June 2017, more vacancies were found in the industry groups

“import/export trading of household goods” (about 160) and “computer programming and software publishing” (about 110) among the IP-related industries. Besides, it is observed that a relatively higher number of *IP trading/management staff* left the industry groups of “computer programming and software publishing” (about 190) and “IT consultancy and computer facilities management activities” (about 120) as compared to other IP-related industries. Analysed by job levels, “professionals” and “managers and administrators” were the two groups with more vacancies (about 180 and 110 respectively) and having a higher number of persons who left the establishments (about 210 and 240 respectively). (Figures 4.11a – d)

Figure 4.11a: Vacancies for IP trading/management staff as at 30 June 2017 – by industry group

	No. of vacancies for IP trading/management staff
Motion picture, video & TV programme production & distribution	‡
TV programming & broadcasting	‡
Sound recording & music publishing	‡
Publishing of books, directories & mailing lists	10
Computer programming & software publishing	110
Leasing of IP & similar non-financial intangible assets	‡
Import/export trading of household goods	160
Import/export trading of machinery, equipment & supplies	‡
Retail sale of wearing apparel, luggage cases, handbags, similar articles of leather/leather substitutes, jewellery & precious metal accessories	‡
Multimedia, visual & graphic design activities	‡
Advertising	10
IT consultancy & computer facilities management activities	‡
Engineering, technical & consultancy services not related to construction and real estate activities	50
Industrial design services	‡
Knowledge transfer offices of universities and selected institutes	‡
Total	370

Base: All establishments which had engaged in IP trading/management activities

Note: The estimated number of vacancies was rounded to the nearest 10

‡ Estimated number of vacancies less than 10

Figure 4.11b: Vacancies for IP trading/management staff as at 30 June 2017 – by job level

	No. of vacancies for IP trading/management staff
Managers & administrators	110
Professionals	180
Associate professionals	70
Clerical support workers	20
Total	370

Base: All establishments which had engaged in IP trading/management activities

Note: The estimated number of vacancies was rounded to the nearest 10

Figure 4.11c: IP trading/management staff who left the establishments between 1 July 2016 and 30 June 2017 – by industry group

	No. of IP trading/management staff who left the establishments
Motion picture, video & TV programme production & distribution	‡
TV programming & broadcasting	‡
Sound recording & music publishing	‡
Publishing of books, directories & mailing lists	30
Computer programming & software publishing	190
Leasing of IP & similar non-financial intangible assets	‡
Import/export trading of household goods	60
Import/export trading of machinery, equipment & supplies	80
Retail sale of wearing apparel, luggage cases, handbags, similar articles of leather/leather substitutes, jewellery & precious metal accessories	‡
Multimedia, visual & graphic design activities	40
Advertising	50
IT consultancy & computer facilities management activities	120
Engineering, technical & consultancy services not related to construction and real estate activities	30
Industrial design services	‡
Knowledge transfer offices of universities and selected institutes	‡
Total	620

Base: All establishments which had engaged in IP trading/management activities

Note: The estimated number of persons who left the establishments was rounded to the nearest 10

‡ Estimated number of persons who left the establishments less than 10

Figure 4.11d: IP trading/management staff who left the establishments between 1 July 2016 and 30 June 2017 – by job level

	No. of IP trading/management staff who left the establishments
Managers & administrators	240
Professionals	210
Associate professionals	70
Clerical support workers	110
Total	620

Base: All establishments which had engaged in IP trading/management activities

Note: The estimated number of persons who left the establishments was rounded to the nearest 10

4.12 Establishments engaged in IP trading/management activities generally could fill vacancies and new job openings within a few months. According to the establishments which had conducted recruitment for *IP trading/management staff* in the year preceding the Survey, the median ranges of time required for recruitment at the respective levels were: for “managers and administrators”, “professionals” and “associate professionals”, 1 month to less than 3 months; and for “clerical support workers”, less than 1 month.

4.13 As the Survey covered a wide spectrum of industries, the workforce they engaged to handle IP trading/management activities was of a diversified background in terms of age, education, experiences and qualifications. The enumerated establishments of IP-related industries were asked if they were to recruit *IP trading/management staff* in the two years following the Survey (till mid-2019), whether they would expect the job applicants to have knowledge in IP. Among those who replied to the question, a higher percentage (about 60%) of them preferred the job applicants to have some basic IP knowledge such as “IP concepts”, and in the areas such as “buying/selling IP” and “obtaining/granting IP licensing/sub-licensing” upon their taking up the positions. Comparatively speaking, not many establishments (13% of those who replied) indicated that the applicants were expected to have completed relevant IP course(s) such as IP-related certificate/diploma courses or possessed related professional qualification(s).

4.14 The enumerated establishments of IP-related industries were also asked if they had provided any IP-related training for their staff in the year preceding the Survey. Among those establishments which had engaged in IP trading/management activities up to the time of enumeration, about 6% indicated that such training (including on the job training and otherwise) had been provided.

4.15 The enumerated establishments were asked for their views about sufficiency of manpower supply in Hong Kong in the short term (up to mid-2019) to meet the needs in different types of IP trading/management activities with respect to different IPRs. Based on the views collected from those who responded to the questions, the majority of them considered that, for the short term, there would be sufficient manpower supply for different IP trading/management activities. However, for a small portion of the industries, the respondents considered that the manpower in handling “buying/selling IP” or “obtaining/granting IP licensing/sub-licensing” might not be sufficient.

END