

For the first time in the Asia-Pacific Region!

The Ministry of Commerce joins forces with Thai advertising associations and rights owners to fight against intellectual property rights infringement in the online advertising sector, enhancing investor's confidence and supporting the growth of the country's advertising industry and soft power.

*The Ministry of Commerce joins hands with Thai advertising associations and owners of intellectual property rights (IPRs) in formulating measures to prevent and suppress intellectual property violations in the Thai advertising industry through the signing of a Memorandum of Understanding on Online Advertising and Intellectual Property Rights. This cooperation is aimed to enhance confidence of both Thai and foreign investor communities and support the government's soft power policy. Deputy Minister of Commerce Sinit Lertkrai honorably witnessed the MoU signing ceremony on October 28, 2022, at Burachat Chaiyakorn room, the Ministry of Commerce.*

Mr. Sinit Lertkrai revealed that the Ministry of Commerce has prioritized driving the country's growth by adopting intellectual property as a tool to add value to products and services and to increase the competitiveness of Thai entrepreneurs as well as consistently prevented and suppressed IPRs infringement. This aims to enhance confidence of Thailand's trading partners and create a favorable trade and investment atmosphere, especially in the digital content industry, advertising industry, and electronic commerce which have continuously been growing.

"The Ministry of Commerce by the Department of Intellectual Property (DIP) has proactively continued combating IPR infringement in the advertising industry. Therefore, the DIP together with over 20 IPR owners and 3 advertising associations, namely the Advertising Association of Thailand, the Digital Advertising Association (Thailand), and the Media Agency Association of Thailand signed an MoU on Online Advertising and Intellectual Property Rights to express their intention to prevent and suppress online IPR infringement in the advertising industry, which will bring about tangible outcomes. The important measures include stopping the advertisement of IPR infringing products, withdrawing advertisements from IPR infringing websites or applications to deprive owners of such websites or applications of their revenue flows, and avoiding the production or distribution of advertising contents that infringe IPRs," Mr. Sinit said.

Mr. Sinit concluded that "Thailand is the first country in the Asia-Pacific region to put in place this kind of MoU, which will help upgrade the Thai advertising industry to be "IP-friendly Advertising Industry" and enhance confidence of foreign investors to invest in the advertising and digital content industries in Thailand. This will contribute to the development of the Thai digital economy to grow steadily and sustainably."

The Department of Intellectual Property

October 28, 2022