

Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting

【Basic Information】

Moderators:

Opening Remarks & Keynote Speeches, and Thematic Speeches Sections:

Kuang Xu	Director General of the Law Enforcement and Inspection Bureau of the State Administration for Market Regulation of China
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Panel Discussion Section:

Michael Ding	Chair of QBPC, China Association of Enterprises with Foreign Investment; Vice President, Head of IP for AMEA, ABB
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Opening Remarks & Keynote Speeches:

Chen Jie	Vice Mayor of Shanghai
Edward Kwakwa	Assistant Director General of WIPO (Congratulation Letter, Read by Liu Hua, Director of WIPO Office in China)
Tian Shihong	Vice Minister of the State Administration for Market Regulation of China, Administrator of the Standardization Administration of China
Adam Williams	Chief Executive and Comptroller-General of the UK Intellectual Property Office
Tran Huu Linh	Director General of the Market Surveillance Agency, Ministry of Industry and Trade of Vietnam

Thematic Speeches 1: International Cooperation

Jomarie B. Fredericks	2023 President of the International Trademark Association (INTA)
Carlo Diego D'Andrea	National Vice President, European Union Chamber of Commerce in China
Michael Mangelson	IP Counselor, U.S. Embassy in China
Morten Kruse	Minister Counsellor, Head of Trade, Embassy of the Kingdom of Denmark in China

Thematic Speeches 2: Enhancing Protection

Liu Taizong	Director General of the Procuratorial Office for Intellectual Property Rights, the Supreme People's Procuratorate of China, Class I Senior Procurator
Zhang Zhicheng	Director General of Intellectual Property Protection Department, China National Intellectual Property Administration
Di Lianzhu	Deputy Director General of General Operation Department, General Administration of Customs of China
Huan Jinyuan	Vice Mayor of Hangzhou

Panel Discussion

José Manuel Sánchez Blanes	President of Surface Division, Epiroc
Ralph Xu	Vice President of Legal Department, North Asia, Unilever
Yang Jin	Vice President, General Counsel of TCL Technology Group
Sean Fan	Co-founder of PDD Holdings

【Brief Introduction】

On the morning of November 6, 2023, the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting of the Six Hongqiao International Economic Forum (HQF), was hosted by the Ministry of Commerce of China, the State Administration for Market Regulation of China, the Office of the National Leading Group on Coordinated Implementation of Building a Quality-powered Nation and WIPO at the National Exhibition and Convention Center (Shanghai). This parallel session focuses on international cooperation in combating infringement and counterfeiting. Tian Shihong, Vice Minister of the State Administration for Market Regulation of China and Administrator of the Standardization Administration of China, delivered a keynote speech. Edward Kwakwa, Assistant Director General of WIPO, sent a congratulatory letter to the event. Chen Jie, Vice Mayor of Shanghai, Adam Williams, Chief Executive and Comptroller-General of the UK Intellectual Property Office, and Tran Huu Linh, Director General of the Market Surveillance Agency of the Ministry of Industry and Trade of Vietnam attended the parallel session and gave speeches.

Around the three topics of “International Cooperation”, “Enhancing Protection” and “Joint Governance”, officials from the U.S. and Danish embassies in China, representatives from the INTA and the European Union Chamber of Commerce in China delivered speeches respectively. Officials from the Supreme People’s Procuratorate of China, China National Intellectual Property Administration, and General Administration of Customs of China, as well as Vice Mayor of Hangzhou, shared their experience. Representatives from relevant industry associations and both Chinese and foreign enterprises engaged in dialogue, exchanging experience and practices in protecting intellectual property rights (IPR) and combating infringement and counterfeiting. The goal is to gather wisdom from both Chinese and foreign perspectives, enhance mutual understanding and consensus, and contribute to the improvement of global governance in IPR protection.



第六届虹桥国际经济论坛 THE SIXTH HONGQIAO INTERNATIONAL ECONOMIC FORUM (HQF)

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PARALLEL SESSION OF INTERNATIONAL COOPERATION IN PROTECTING IPR AND FIGHTING AGAINST IPR INFRINGEMENT AND COUNTERFEITING



丁宇
Michael Ding

中国外商投资企业协会品保委主席，
ABB，亚太、中东和非洲地区，知识产权副总裁
Chair of QBPC, China Association of Enterprises
with Foreign Investment; Vice President,
Head of IP AMEA Region, ABB



何塞·桑切斯
Jose Manuel Sanchez Blanes

安百拓集团露天部总裁
President Surface Division, Epiroc



徐卓
Ralph Xu

联合利华北亚区法务副总裁
Vice President of Legal Department,
North Asia, Unilever



杨进
Yang Jin

TCL 科技集团股份有限公司副总裁
总法律顾问
Vice President, General Counsel of TCL
Technology Group



范洁真
Sean Fan

上海寻梦信息技术有限公司(拼多多)
联合创始人
Co-founder of PDD Holdings



【Opening Remarks & Keynote Speeches】



Liu Hua, Director of WIPO Office in China, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting in Shanghai and read a congratulation letter on behalf of Edward Kwakwa, Assistant Director General of WIPO

Edward Kwakwa, Assistant Director General of WIPO, praised China's achievements in the field of IPR and innovation in a congratulatory letter. China ranks 12th among 132 countries in the 2023 Global Innovation Index (GII), with six indicators out of 80 ranking first. China hosts 24 of the world's top 100 sci-tech clusters. China has actively participated in WIPO's work for many years, and shared its experience in combating IPR infringement and counterfeiting during the online dialogue of the Advisory Committee on Enforcement (ACE) in 2021. WIPO highly values and hopes to deepen cooperation with China, especially in the field of IPR enforcement.



Chen Jie, Vice Mayor of Shanghai,
addressed the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and
Counterfeiting in Shanghai

Chen Jie, Vice Mayor of Shanghai, pointed out that IPR is a crucial element in creating a favorable environment for innovation and business. Shanghai has consistently taken an active stance in international cooperation to combat counterfeiting and infringement. This includes continuous improvement of an internationally aligned IPR protection system, robust promotion of the legitimate rights of domestic and international well-known enterprises, and focused efforts to enhance the operational service system for IPR. Going forward, Shanghai will benchmark against the latest World Bank's business environment assessment system, further specifying the content of IPR protection. It will also leverage the role of international institutions and national platforms in Shanghai to further bring forth the sources of innovation.



Tian Shihong, Vice Minister of the State Administration for Market Regulation of China and Administrator of the Standardization Administration of China, addressed the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting in Shanghai

Tian Shihong, Vice Minister of the State Administration for Market Regulation of China and Administrator of the Standardization Administration of China, noted that the Chinese government vigorously promotes the construction of a strong IPR country. It continuously strengthens the rule of law for IPR, deepens reforms in the IPR field, and sternly combats infringement, counterfeiting, and other illegal activities, so as to enable high-quality economic and social development. The approach involves: 1) strengthening top-level design for coordinated progress; 2) enhancing administrative law enforcement with a focus on key areas; 3) reinforcing judicial protection and sticking to efficient fulfillment; 4) promoting social governance featuring joint contribution and shared benefits, and 5) intensifying international exchanges with a commitment to cooperation and mutual benefit. China's resolute determination and significant achievements in protecting IPR and combating infringement and counterfeiting have earned widespread recognition from the international community.



Adam Williams, Chief Executive and Comptroller-General of the UK Intellectual Property Office, addressed the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting in Shanghai

Adam Williams, Chief Executive and Comptroller-General of the UK Intellectual Property Office, pointed out that the IPR system gives confidence to creators, inventors, and entrepreneurs, and ensures that their hard work receives rewards, which is a driving force for growth. The UK Intellectual Property Office actively promotes the formulation and enforcement of IPR policies, education for businesses and consumers, as well as the granting of patents, trademarks, and design rights in the UK. It highly values cooperation with international partners, including WIPO and China. This involves initiatives such as participation in the ACE of WIPO, increased global resistance to IPR-related crimes and infringements, and establishment of specialized teams in Beijing and Shanghai.



Tran Huu Linh, Director General of the Market Surveillance Agency of the Ministry of Industry and Trade of Vietnam, addressed the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting in Shanghai

Tran Huu Linh, Director General of the Market Surveillance Agency of the Ministry of Industry and Trade of Vietnam, noted that the digital transition poses challenges to IPR protection. Vietnam has taken measures such as strengthening law enforcement, issuing IPR strategies and regulations, and fulfilling commitments under free trade agreements. International and regional cooperation is crucial in the fight against counterfeiting and IPR protection. Companies, industry associations, and trade promotion agencies should designate legal liaisons to closely collaborate with other countries and government agencies in addressing infringement. It is hoped that countries will support Vietnam's initiatives for long-term cooperation, with a focus on raising public awareness and enhancing the capacity building of government officials.



Kuang Xu, Director General of the Law Enforcement and Inspection Bureau of the State Administration for Market Regulation of China, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting in Shanghai and moderated the sections of Opening Remarks & Keynote Speeches, and Thematic Speeches

【Thematic Speeches】 1: International Cooperation



Jomarie B. Fredericks, 2023 INTA President, attended via video the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting and delivered a speech

Jomarie B. Fredericks, 2023 INTA President, stated that IPR enforcement in the context of the Internet is currently a very important topic. Infringements and illegal activities arising from online sales and live streaming present new challenges to China's business environment. The development of new technologies also facilitates the transportation of counterfeit goods, while efforts to combat counterfeiting using these new technologies still lag behind. These challenges highlight the importance of dialogue among stakeholders in the enforcement environment. INTA plans to hold its first "China Law Enforcement Forum" during the 2024 Annual Meeting in Atlanta. Relevant IPR departments will be invited to share China's experience and achievements in IPR enforcement.



Carlo Diego D'Andrea, National Vice President of the European Union Chamber of Commerce in China, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting in Shanghai and delivered a speech

Carlo Diego D'Andrea, National Vice President of the European Union Chamber of Commerce in China, expressed that China's progress in IPR protection is commendable and Shanghai has long been one of the most innovation-friendly cities in China. IPR protection is the result of strong cooperation among the government, industry organizations, and businesses. Currently, European companies face such three major challenges as malicious trademark applications, online IPR protection, and challenges related to encouraging development and research. Despite China's enactment of a new patent law in 2021, issues such as data protection in drug regulation and generic drug infringement still exist.



Michael Mangelson, IP counselor of U.S. Embassy in China, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting in Shanghai and delivered a speech

Michael Mangelson, IP counselor of U.S. Embassy in China, said that in the past two months, the U.S. and Chinese ministries of commerce have held two new dialogues to discuss various business-related issues, including IPR matters. Cooperation in IPR must focus on methods to improve the IPR environment for rights holders. Encouraging legal and policy reforms can assist businesses in IPR protection and enforcement in China. The State Administration for Market Regulation of China and the U.S. Patent and Trademark Office recently met, agreeing to finalize a draft memorandum of understanding and discussing new collaborative projects related to trade secrets enforcement, industrial design protection, and online IPR.



Morten Kruse, Minister Counsellor and Head of Trade of the Embassy of the Kingdom of Denmark in China, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting in Shanghai and delivered a speech

Morten Kruse, Minister Counsellor and Head of Trade of the Embassy of the Kingdom of Denmark in China, shared some of Denmark's international cooperation experience in protecting IPR. He expressed that protecting IPR in the right way can stimulate investments in innovation. These investments form the basis for transforming creativity into assets, and promote the implementation of ideas into tangible products and services. This is crucial for the innovation, growth, and development of technology-intensive industries, which are pillars for maintaining sustainable prosperity in the modern economy. The well-functioning global IPR community is built by the right incentives, the right framework conditions, mutually respectful companies, and a certain degree of mutual benefit and convergence.

2: Enhancing Protection



Liu Taizong, Director General of the Procuratorial Office for Intellectual Property Rights of the Supreme People's Procuratorate of China, Class I Senior Procurator, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting in Shanghai and delivered a speech

Liu Taizong, Director General of the Procuratorial Office for Intellectual Property Rights of the Supreme People's Procuratorate of China, Class I Senior Procurator, stated that Chinese procuratorial authorities are committed to combating IPR-related crimes according to law, continuously optimizing the environment for sci-tech innovation and business, and providing strong judicial guarantees for high-quality development. First, they aim to efficiently handle every IPR case, making fairness and justice tangible, perceptible and visible. Second, they seek to deepen comprehensive fulfillment and enhance overall protection effectiveness. Third, they proactively perform their duties in accordance with the law, and promote the governance of social origins of complaints. In the future, driven by reform and innovation, they will continually deepen comprehensive IPR prosecution, actively enhance international exchanges and cooperation, and jointly promote the improvement of global governance in IPR protection.



Zhang Zhicheng, Director General of Intellectual Property Protection Department of China National Intellectual Property Administration, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting in Shanghai and delivered a speech

Zhang Zhicheng, Director General of Intellectual Property Protection Department of China National Intellectual Property Administration, outlined the major measures taken by China National Intellectual Property Administration (CNIPA) to comprehensively strengthen IPR protection. First, it is advancing institutional construction to strengthen the legal guarantees for IPR protection. Second, it is deepening systemic reforms to enhance the effectiveness of IPR protection governance. Third, it is strengthening professional guidance to elevate the level of administrative protection of IPR. Fourth, it is perfecting the protection system, and emphasizing joint governance in IPR protection. Fifth, it is creating exemplary models and establishing national-level demonstration areas for IPR protection. Next, CNIPA will adhere to an overall “strict” tone, promote the construction of a “large” protection work pattern, accelerate the effectiveness of “fast” protection of IPR, and uphold the “uniform” protection standards.



Di Lianzhu, Deputy Director General of General Operation Department of General Administration of Customs of China, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting in Shanghai and delivered a speech

Di Lianzhu, Deputy Director General of General Operation Department of General Administration of Customs of China (GACC), introduced the major work that GACC has done in IPR protection this year. Firstly, it has advanced institutional construction to perfect the customs protection system for IPR. Secondly, it has strengthened supervision in key areas to rigorously crack down on infringing and illegal activities. Thirdly, it has innovated service methods to enhance the efficiency of IPR protection. Fourthly, it has deepened international cooperation to form a collaborative effort for IPR protection. Next, GACC will continue to strengthen IPR protection in the import and export processes. This includes promoting the construction of smart customs, intensifying the enforcement efforts against infringement and counterfeiting, strongly supporting IPR holders in innovation and safeguarding their rights, and continuing to deepen international exchanges and cooperation in IPR.



Huan Jinyuan, Vice Mayor of Hangzhou,
attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and
Counterfeiting in Shanghai and delivered a speech

Huan Jinyuan, Vice Mayor of Hangzhou, shared relevant work on the protection of trade secrets in Hangzhou. Firstly, Hangzhou has strengthened its mission and responsibility, and established a new foundation for the protection of trade secrets in Hangzhou. Based on the practical needs of enterprises, policy support is provided for innovative protection work, and digital empowerment is given for the upgrading of protection work. Secondly, there is ongoing deepening of awareness, with new challenges acknowledged in the protection of trade secrets in Hangzhou, which include the need to enhance awareness on trade secret protection, optimize the ecosystem for trade secret protection, and recognize the long road ahead for protecting and enforcing trade secrets. Thirdly, responsibilities and actions are highlighted. In the context of a new situation in the protection of trade secrets, Hangzhou aims to achieve remarkable results in strengthening collaborative protection, leveraging “Internet+” to boost protection, and improving the law-based business environment.

【Panel Discussion】



José Manuel Sánchez Blanes, President of Surface Division of Epiroc, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting in Shanghai and participated in panel discussion

José Manuel Sánchez Blanes, President of Surface Division of Epiroc, thought that a favorable business environment is conducive to research and development. The Chinese government has put in a lot of effort and achieved significant progress in strengthening IPR protection. The process of investing in research and development by enterprises often leads to new innovations, and innovation, in turn, promotes economic development. Protection of IPRs or trademarks can help create new ways of thinking and consider the positive impact that can be brought to the surrounding community and future generations. There should be closer cooperation among various stakeholders, government departments, third-party organizations, universities, and companies.



Ralph Xu, Vice President of Legal Department of North Asia at Unilever, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting in Shanghai and participated in panel discussion

Ralph Xu, Vice President of Legal Department of North Asia at Unilever, believed that IPR is Unilever's lifeline. In the past five years, Unilever has handled 600 criminal cases related to IPR protection while also getting clues to help identify business opportunities in blank markets. To transition from "manufacturing" to "creation", it is crucial to fully understand and leverage the existing IPR protection system in China. Given that China's innovation pace leads most other markets, protecting new business ideas in this process is essential and will be a key focus of future work.



Yang Jin, Vice President and General Counsel of TCL Technology Group, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting in Shanghai and participated in panel discussion

Yang Jin, Vice President and General Counsel of TCL Technology Group, stated that in recent years, efforts to protect IPR in various aspects within China have continued to increase, and the social environment is getting better. The primary owner of IPR should be the enterprise, which should focus on continuous innovation and invest substantial resources in protecting the results of that innovation. The government should ensure in the decision-making process that the system is sufficiently perfect, rules are clear, predictability is certain, actions are swift, and consequences are sufficiently deterrent. The market calls for a large number of entities with professionalism, integrity, international perspectives, and market awareness to participate, including research institutions, law firms, trading institutions, platform companies, among others.



Sean Fan, Co-founder of PDD Holdings,
attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and
Counterfeiting in Shanghai and participated in panel discussion

Sean Fan, Co-founder of PDD Holdings, expressed the hope to better utilize existing large AI models to optimize the platform's model upgrades and iterations for IPR protection. This includes proactive actions for IPR protection beforehand. On the other hand, the platform is willing to accept complaints from rights holders and actively protect their IPRs. "Joint Governance" is key to effective platform governance. PDD encourages rights holders to reach out to and communicate with the platform to optimize the platform ecosystem and the experiences of both rights holders and consumers. Additionally, the platform is exploring online and offline interactions with rights holders to help them and regulatory authorities rectify the offline market.



Michael Ding, Chair of QBPC, China Association of Enterprises with Foreign Investment; Vice President, Head of IP for AMEA, ABB, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting in Shanghai and moderated panel discussion