

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

【Basic Information】

Moderator:

Address, Keynote Speech, Thematic Speech and Report Release:

Kuang Xu	Director General of the Bureau of Law Enforcement and Inspection, State Administration for Market Regulation (SAMR)
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Panel Discussion

Yu Xinmiao	Executive Dean, Shanghai International College of Intellectual Property, Tongji University
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Address and Keynote Speech:

Edward Kwakwa	Assistant Director General of the World Intellectual Property Organization (WIPO)
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Zhuang Mudi	Deputy Secretary-General of the Shanghai Municipal Government
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Jiang Zengwei	President of the Global Alliance for Trade in Services
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Xu Xinjian	Chief Inspector of Anti-monopoly, SAMR
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Thematic Speech 1: Deepening Exchanges and Promoting International Cooperation on IPR

Jorge Fainstein Day Gastrell	Director of the Capacity Building and Training Directorate, INTERPOL
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Michael Mangelson	IP Counselor, U.S. Embassy in China
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Naoto Kagoshima	Representative of the Japan Patent Office
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Julie HERVÉ	IP Counselor, Embassy of France in China
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Thematic Speech 2: Strengthening Protection and Intensifying the Control of Online Infringement and Counterfeiting

Wang Zhicheng	Director General, Copyright Department of the Publicity Department of the CPC Central Committee
Wang Zhiguang	Deputy Director General, Department of Intellectual Property Crime Investigation, Ministry of Public Security
Song Beibei	Deputy Director General of the Intellectual Property Protection Department, China National Intellectual Property Administration
Liu Jie	Mayor of Huanggang Municipal Government, Hubei Province
Cao Yin	China Daily Reporter

Report Release:

Xing Houyuan	Former President of the China Outsourcing Institute
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Panel Discussion: Protecting IPR for High-Quality Development of New Quality Productivity

Zhang Zhi	Director and Executive Vice President, Skyworth Digital
Guo Ying	Vice President, Taobao & Tmall Group
Zhao Qingtao	China and Northeast Asia Vice President, SKF
Cheng Jia	Vice President, Beijing Tide Pharmaceutical Co., Ltd., Chia Tai Pharmaceutical Group

【Brief Introduction】

On November 6, 2024, the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting of the 7th Hongqiao International Economic Forum (HQF), hosted by the Ministry of Commerce of China, the State Administration for Market Regulation, World Intellectual Property Organization, and Global Alliance for Trade in Services, organized by Shanghai Municipal Administration for Market Regulation, China Association of Enterprises with Foreign Investment, and Development Research Center of the State Administration for Market Regulation, was held at National Exhibition and Convention Center (Shanghai). The session aims to establish a global platform for protecting intellectual property rights and combating counterfeiting and infringement, offering suggestions and strategies for the governance of counterfeiting and infringement.

[Address and Keynote Speech]

Edward Kwakwa, Assistant Director General, WIPO,
addressed the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR
Infringement and Counterfeiting

Edward Kwakwa, Assistant Director General, WIPO, stated that the complexity of IPR infringement requires comprehensive and coordinated measures, and close collaboration. First, WIPO assists its 193 member countries in conducting awareness campaigns to increase understanding of the importance of IPRs, emphasizing the health, safety, and economic harm caused by goods that infringe on IPRs, and addressing the problem from the demand side. Second, WIPO provides technical assistance to member countries to enable them to effectively enforce IPR laws on the supply side. Finally, it is essential to create an effective IPR enforcement system and to foster an environment that respects IPRs, involving a wide range of stakeholders, maintaining communication and collaboration, and sharing best practices.



Zhuang Mudi, Deputy Secretary-General of the Shanghai Municipal Government, addressed the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting

Zhuang Mudi, Deputy Secretary-General of the Shanghai Municipal Government, stated that protecting IPRs is protecting innovation. In recent years, Shanghai has thoroughly implemented the important instructions and directives of President Xi Jinping, using the “Outline for Building an Intellectual Property Powerhouse” as a blueprint, and has brought the work of IPR protection to a new level. First, the institutional framework is continuously improving, with the formulation and promotion of the implementation of the “Interim Measures for Data Intellectual Property Registration and Evidence Preservation in Shanghai” and the introduction of a supporting plan for “Strengthening Intellectual Property Law Enforcement in the New Era.” Second, the intensity of law enforcement is steadily increasing, with the launch of the “Protection of IPRs” special law enforcement action. Third, international cooperation is deepening, with the signing of a new round of cooperation memorandums with the WIPO, active participation in global IPR governance, and joint efforts to safeguard the innovative development of global business entities in Shanghai.



Jiang Zengwei, President of the Global Alliance for Trade in Services, addressed the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting

Jiang Zengwei, President of the Global Alliance for Trade in Services, stated that trade in intellectual property is an independent sector within international trade in services and also the most value-added component. Moreover, it is a crucial pillar of all international trade and investment. The protection of intellectual property and the fight against counterfeiting and infringement are essential for the promotion of technological innovation and the progress of human society. They are prerequisites for fair trade and the institutional guarantee for openness of higher level. As digitalization and artificial intelligence increasingly empower trade in services, new services, business models, and forms of trade are constantly emerging. The issues of digital trade and IPR protection require greater attention.



Xu Xinjian, Chief Inspector of Anti-monopoly, SAMR, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting and delivered a keynote speech

Xu Xinjian, Chief Inspector of Anti-monopoly, SAMR, stated that in the face of new circumstances and challenges, SAMR has consistently adhered to deepening mutually beneficial cooperation, continuously promoting innovation and creativity, and focusing on creating a market-oriented, law-based, and internationally competitive business environment. First, it has continued to optimize the management system, strengthen the top-level design and promote the establishment of an efficient comprehensive IPR management system. Second, it has continuously strengthened law enforcement efforts and advanced the development of regulatory and enforcement capabilities that align with the new circumstances. Third, it has continued to engage in global governance, deeply participating in global IPR governance under the framework of the WIPO, enhancing IPR cooperation under the Belt and Road Initiative, and actively contributing to IPR protection with Chinese solutions and wisdom.



Kuang Xu, Director General of the Bureau of Law Enforcement and Inspection, SAMR, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting and moderated Address, Keynote Speech, Thematic Speech and Report Release

Thematic Speech 1: Deepening Exchanges and Promoting International Cooperation on IPR



Jorge Fainstein Day Gastrell, Director of the Capacity Building and Training Directorate, INTERPOL, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting and delivered a thematic speech

Jorge Fainstein Day Gastrell, Director of the Capacity Building and Training Directorate, INTERPOL, stated that the protection of IPRs is not only a legal practice but also the cornerstone of economic growth, public safety, and global innovation. Currently, law enforcement agencies around the world are facing significant challenges. To address these challenges, INTERPOL has established the International IP Crime Investigators College, which provides law enforcement officers with professional skills training to conduct investigations more efficiently and accurately. Additionally, the organization has launched research projects focused on applications in police work. China's progress in strengthening IPR protection is commendable, and offers best practices for global IPR protection from which international counterparts can learn.



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

Michael Mangelson, IP Counselor, U.S. Embassy in China, stated that IPR protection encourages inventors and creators to bring their ideas to life. Both China and the United States are committed to supporting and improving the IPR system. IPR-intensive industries can create jobs, boost business, and increase exports, making significant contributions to the economy. In April of this year, the U.S. Patent and Trademark Office (USPTO) and the State Administration for Market Regulation (SAMR) signed a new memorandum of cooperation. The two sides will collaborate to promote work in the following areas: regular high-level and working-level meetings, IPR information exchange, training programs, and raising public awareness, along with programs aimed at training IPR holders.



Naoto Kagoshima, Representative of the Japan Patent Office, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting and delivered a thematic speech

Naoto Kagoshima, Representative of the Japan Patent Office, stated that the Japan Patent Office supports the international expansion of Japanese enterprises in the field of IPR protection. On one hand, the Office collects information on IPR systems around the world and provides it to Japanese companies; on the other hand, it promotes international cooperation in the field of intellectual property field. The JPO actively exchanges information with authorities in countries and regions such as China on IPR systems and measures to combat infringement and counterfeiting. Under the Memorandum of Understanding on Intellectual Property Protection and Cooperation between Japan's Ministry of Economy, Trade, and Industry (METI) and China's Ministry of Commerce, signed in 2009, the two sides established an IPR working group. The 11th meeting will be held next year, and both sides look forward to further advancing Japan-China IPR cooperation through these meetings.



Julie HERVÉ, IP Counselor, Embassy of France in China, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting and delivered a thematic speech

Julie HERVÉ, IP Counselor, Embassy of France in China, noted that various entities, including public security, customs, market regulation, intellectual property authorities, and IPR holders, all play a role in the fight against counterfeiting. Information should flow smoothly between them, as this is the first step in finding solutions. International actions also need to be better coordinated, with all countries aligning their policies to combat counterfeiting and IPR crimes. Such crimes undermine the innovative potential of businesses and should be addressed from a global perspective, taking into account the implementation of preventive measures, the organization of law enforcement services, and the judicial response to these criminal activities.

Thematic Speech 2: Strengthening Protection and Intensifying the Control of Online Infringement and Counterfeiting



Wang Zhicheng, Director General, Copyright Department of the Publicity Department of the CPC Central Committee, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting and delivered a thematic speech

Wang Zhicheng, Director General, Copyright Department of the Publicity Department of the CPC Central Committee, stated that China has a clear and firm stance on copyright protection. The Copyright Department will resolutely implement the decisions and directives of the Party Central Committee and the State Council, further improve the copyright legal framework and strengthen the rule of law in copyright protection. It will strengthen the protection of the entire copyright chain and continuously improve online copyright protection. Additionally, it will improve the copyright management system to safeguard industrial development. The Copyright Department will coordinate the development of international copyright cooperation mechanisms and deeply participate in global copyright governance under the framework of WIPO.



Wang Zhiguang, Deputy Director General, Department of Intellectual Property Crime Investigation, Ministry of Public Security, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting and delivered a thematic speech

Wang Zhiguang, Deputy Director General, Department of Intellectual Property Crime Investigation, Ministry of Public Security, emphasized that public security authorities have strengthened the rule of law in IPR protection and intensified efforts on crime crackdowns. A series of measures have yielded positive results: Enforcement efforts have been further intensified, coordination mechanisms have become more robust, legal safeguards have been continuously improved, and international cooperation has been deepened. Looking ahead, public security authorities will focus on incentivizing technological innovation, ensuring public safety, and safeguarding people's livelihoods, and carry out precise, in-depth, large-scale, and coordinated crackdowns on infringement and counterfeiting crimes. Additionally, efforts will be concentrated on key initiatives such as developing IPR professionals, optimizing departmental coordination mechanisms, standardizing law enforcement practices, upgrading technological equipment, and transforming digital investigation models.



Song Beibei, Deputy Director General of the Intellectual Property Protection Department, China National Intellectual Property Administration (CNIPA), attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting and delivered a thematic speech

Song Beibei, Deputy Director General of the Intellectual Property Protection Department, China National Intellectual Property Administration (CNIPA), stated that CNIPA will continue to improve the IPR protection system and create a solid institutional foundation and favorable environment for combating infringement and counterfeiting. First, CNIPA will actively promote the revision and improvement of IPR-related laws and regulations. Second, it will continue to promote the development of a rapid and coordinated IPR protection system, while optimizing the construction and layout of IPR protection centers and rapid IPR protection centers. Third, it will strengthen interdepartmental collaboration and continue efforts to diversify the resolution of IPR disputes. Finally, it will continuously focus on enhancing pragmatic and mutually beneficial dialogue and cooperation in intellectual property, working together to establish a new global IPR governance framework based on consultation, collaboration, and shared benefits.



Liu Jie, Mayor of Huanggang Municipal Government, Hubei Province, attended via video the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting and delivered a thematic speech

Liu Jie, Mayor of Huanggang Municipal Government, Hubei Province, shared Huanggang's practice in IPR protection. First, expanding the "protection circle": Efforts have been made to integrate IPR workstations with market regulation offices, and to establish a cross-regional unified protection mechanism involving nine cities in four provinces, thereby improving inter-departmental coordination. Second, building the "ecosystem". Huanggang has promoted a "three-in-one" system combining civil, criminal, and administrative adjudication for IPR cases. It has created "green channels" for fast case-filing, quick trial, and prompt enforcement, and advanced "litigation-mediation connection," and innovated models such as "administrative mediation + judicial confirmation" to improve the diversified resolution mechanisms for IPR disputes. Finally, taking the "brand path": focusing on "one county, one product," Huanggang has built a "1+10" regional public brand system, vigorously promoted the establishment of demonstration zones for the protection of geographical indication products, and worked to promote Huanggang's brands to international markets.



Cao Yin, China Daily Reporter,
attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR
Infringement and Counterfeiting and delivered a thematic speech

Cao Yin, China Daily Reporter, shared her observations, experiences, and insights from reporting on IPR protection. Through a series of photos, data sets, and video clips, she vividly demonstrated China's significant achievements and unwavering commitment to IPR protection. She stated that, as a reporter, she would continue to use her camera and pen to document the development and progress of IPR development, contributing her efforts to promoting IPR protection.

【Report Release】



Xing Houyuan, Former President of the China Outsourcing Institute, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting and participated in Report Release

The *2024 Report on the Digital Economy Innovation and Intellectual Property Development Index of Major World Cities* focuses on the innovation inputs, innovation processes, and innovation outputs in the digital economy and intellectual property of major world cities. Based on established practices from international innovation indices and authoritative data, the report constructs a comprehensive index to assess the level of digital economy innovation and intellectual property development in these cities. It provides an objective evaluation of the progress in digital economy innovation and intellectual property protection, and offers decision-making support for promoting the prosperity of global trade in services and optimizing the business environment. According to the report, cities with high levels of digital economy innovation and intellectual property development are mainly concentrated in parts of North America, East Asia, and Europe. Capital cities play a central role in this development and have significant advantages in these areas. The global landscape of digital economy innovation and intellectual property development shows a notable city cluster effect, with leading cities driving the growth of surrounding areas. Additionally, there is a strong positive correlation between city income levels and the development of digital economy innovation and intellectual property.

【Panel Discussion】



Yu Xinmiao, Executive Dean, Shanghai International College of Intellectual Property, Tongji University, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting and moderated Panel Discussion



Zhang Zhi, Director and Executive Vice President, Skyworth Digital, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting and participated in Panel Discussion

Zhang Zhi, Director and Executive Vice President, Skyworth Digital, explained the company's efforts and achievements in IPR protection from four aspects. First, IPR protection has promoted Skyworth's diversification and industrial upgrading, including the establishment of technology centers, patent and trademark applications, and the transformation of corporate standards into international standards, national standards, industry standards, and group standards. Second, Skyworth has devoted significant energy and resources to combating counterfeit trademarks and products. Third, one of the important factors driving Skyworth's industry diversification is technology, with a focus on converting research and development into high-quality, patented products that generate desirable economic returns. Finally, Skyworth places great emphasis on IPR system management and talent team development.



Guo Ying, Vice President, Taobao & Tmall Group,
attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR
Infringement and Counterfeiting and participated in Panel Discussion

Guo Ying, Vice President, Taobao & Tmall Group, introduced the company's well-developed IPR protection system, which has been established to protect the rights of both rights holders and consumers. As an e-commerce platform and digital technology company, the system includes a one-stop platform for complaints and appeals, online management, and an offline governance system for rights protection. By the end of 2023, 650,000 rights holders had registered on the platform, protecting more than 850,000 intellectual property rights. The group leverages AI technology to drive its Original Protection Program, which supports the growth and business operations of original content creators. In addition, a dedicated Expert Advisory Committee has been established, inviting experts from relevant fields to jointly discuss and address cutting-edge issues related to IPR.



Zhao Qingtao, China and Northeast Asia Vice President, SKF,
attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement
and Counterfeiting and participated in Panel Discussion

Zhao Qingtao, China and Northeast Asia Vice President, SKF, stated that without effective IPR protection, innovation cannot thrive. In the bearing industry, counterfeiting and piracy have become more sophisticated, professional, large-scale, and international. As IPR holders, companies should not only collaborate across industries and with stakeholders but also focus more on innovation to ensure that their products, services, and technologies remain at the forefront.



Cheng Jia, Vice President, Beijing Tide Pharmaceutical Co., Ltd., Chia Tai,
attended the Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement
and Counterfeiting and participated in Panel Discussion

Cheng Jia, Vice President, Beijing Tide Pharmaceutical Co., Ltd., Chia Tai, stated that intellectual property provides highly favorable protection for the survival and development of the pharmaceutical industry, and plays a fundamental role in the continued development of enterprises and the treatment and health of patients. She hoped that IPR management departments, particularly law enforcement and administrative departments, could have more in-depth communication with industry regulatory bodies to ensure smoother coordination between administrative law enforcement and legislation.