International Cooperation in Protecting IPR and Fighting against Infringement and Counterfeiting

Date: 9:30-12:00, November 6th, 2026

Venue: National Exhibition and Convention Center (Shanghai), Hall 4.2, Room A2

Hosts: State Administration for Market Regulation of the People's Republic of China

Ministry of Commerce of the People's Republic of China

World Intellectual Property Organization

Organizers: Shanghai Municipal Administration for Market Regulation

Development Research Center of the State Administration for Market Regulation

Chinese Academy of Quality and Inspection & Testing

Introduction:

Innovation is the primary driving force for development, and to protect intellectual property is to protect innovation. Nowadays, as once-in-a-century transformations accelerates, the international landscape becomes increasingly intertwined with instability, and global economic growth remains sluggish, intellectual property has become an essential tool for promoting global innovation and economic development. The forum has invited local and international guests to exchange experiences and practices, aiming to build a global platform for exchanging insights on intellectual property protection and the fight against infringement and counterfeiting. It seeks to absorb wisdom from both China and the global community, foster mutual understanding and consensus, promote stronger global cooperation and better governance for intellectual property protection, jointly foster a reassuring and satisfying consumption environment, and shape a new vision for open, inclusive and win-win international cooperation.

Forum Theme:

Combating Infringement and Counterfeiting, Safeguarding Assured Consumption.

Program:

Moderator：Wang Huowang Director-General of the Bureau of Law Enforcement and Inspection, SAMR			
Agenda	**Timeslot**	**HonoredGuests**	**Title & Organization**
Opening Remarks Keynote Speech	9:30-10:00	Pascal Faure	Deputy Director General of World Intellectual Property Organization
		Xia Kejia	Deputy Secretary General of the Shanghai Municipal People's Government
		Michael Hart	President, AmCham China
		Zhu Jianqiao	Chief Engineer of SAMR

分论坛 PARALLEL SESSION

Agenda	Timeslot	Honored Guests	Title & Organization
Combating Infringement and Counterfeiting	10:00-10:45	Jan DRAPAL	Assistant Director, Criminal Networks Sub-directorate (CNET), Organized & Emerging Crime Directorate (OEC), INTERPOL
		Zhao Jie	Deputy Director-General, Copyright Department, Publicity Department of the CPC Central Committee
		Song Beibei	Deputy Director-General of the Intellectual Property Protection Department, China National Intellectual Property Administration
		Susan Street Whaley	Chief Legal Officer and Secretary, Procter & Gamble company
		Sylar Fan	Director of Global IP Litigation and Risk Control, CATL
Safeguarding Assured Consumption	10:45-11:20	Peng Zengtian	Deputy Director-General of the Bureau of Law Enforcement and Inspection, SAMR
		Xu Feng	Member of the Standing Committee of the CPC Nanjing Municipal Committee ; Deputy Mayor of Nanjing Municipal People' s Government.
		Wu Haiyan	Deputy Secretary of the CPC Kaifeng Municipal Committee Secretary of the Leading Party Members Group of the Kaifeng Municipal Government Mayor of Kaifeng, Henan Province
		Yuan Na	Deputy Secretary of the Dunhuang CPC Municipal Committee and Acting Mayor
Social Co-governance and Shared Benefits	11:20-12:00	Han Bing	Deputy Director-General of the Bureau of Law Enforcement and Inspection, SAMR
		Wu Bin	Director, Device IP Enforcement Department, Huawei
		She Duanzhi	Vice President of Corporate Affairs, Walmart China
		Zhang Huaning	Head of Intellectual Property, Greater China, Bayer Group