

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

【Basic Information】

Moderator:



Mr. Ji Xiaoling

Market Inspection Commissioner of the State Administration for Market Regulation (The Bureau of Law Enforcement and Inspection)

Opening Remarks and Keynote Speech:



Zhang Ying

Deputy Secretary-General of the People's Government of Shanghai Municipality

Wang Binying

Deputy Director General of the World Intellectual Property Organization (WIPO)

Jiang Zengwei

President of the Global Alliance for Trade in Services

Shu Wei

Vice Minister of the State Administration for Market Regulation (SAMR), Administrator of the National Certification and Accreditation Administration of China (CNCA)

International Cooperation:



Alfonso Cruz MEJUTO RODRIGUEZ

Assistant Director, pro tempore, Criminal Networks Subdirectorates (CNET) – Organised & Emerging Crime Directorate (OEC) – ICPO INTERPOL

Nguyen Thanh Binh

Deputy Director of the Department of Domestic Market Surveillance and Development, Ministry of Industry and Trade of Vietnam

Raffaello Girotto

Legal Attaché, Embassy of Italy, Beijing

Rhodri Smith

Group Director of Global Brand Protection at Alliance Pharmaceuticals Limited

Enhanced Protection:

Tang Zhaozhi	Deputy Director General & First Level Counselor, Copyright Department, Publicity Department of the CPC Central Committee
Wang Jian	Class II Senior Prosecutor at the Procuratorial Department of Economic Crimes of the Supreme People's Procuratorate
Song Beibei	Deputy Director General of Intellectual Property Protection Department, China National Intellectual Property Administration (CNIPA)
Hu Jianfei	Deputy Secretary of the CPC Fuzhou Municipal Committee, Mayor of Fuzhou Municipal People's Government, Jiangxi Province

Report Release:

Xing Houyuan	Advisor to the Global Alliance for Trade in Services Former President of the China Outsourcing Institute, the Ministry of Commerce
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Joint Governance:

Michael Ding	Vice President of ABB, Head of IP, AMEA Region
BANDO MIKIO	Senior Executive Managing Director & Board Member; Otsuka (China) Investment Co., Ltd. Board Member President
Barbara Delli Carpini	Vice President, Global Brand Protection, Nike Inc.
Wu Dongping	Vice President and Secretary-General of the China Trademark Association
Li Yongji	Deputy Secretary of the Party Committee and General Manager of China Certification & Inspection Group
Karen Chen	Vice President, Pop Mart International Group

[Brief Introduction]

The parallel session on INTERNATIONAL COOPERATION IN PROTECTING IPR AND FIGHTING AGAINST IPR INFRINGEMENT AND COUNTERFEITING was held on the morning of November 6, 2025 at National Exhibition and Convention Center (Shanghai), Hall 4.2, Room A2. Co-hosted by the Ministry of Commerce of the People's Republic of China, State Administration for Market Regulation, World Intellectual Property Organization, and Global Alliance for Trade in Services, the session was undertaken by the Shanghai Municipal Administration for Market Regulation, Development Research Center of the State Administration for Market Regulation, and China Trademark Association. It consisted of five sessions, namely Keynote Speech, International Cooperation, Enhanced Protection, Report Release, and Joint Governance.



[Opening Remarks and Keynote Speech]

During the Opening Remarks and Keynote Speech session, Ms. Zhang Ying, Deputy Secretary-General of the People's Government of Shanghai Municipality; Ms. Wang Binying, Deputy Director General of the World Intellectual Property Organization (WIPO); Mr. Jiang Zengwei, President of the Global Alliance for Trade in Services; and Mr. Shu Wei, Vice Minister of the State Administration for Market Regulation (SAMR) and Administrator of the National Certification and Accreditation Administration of China (CNCA), were invited to deliver keynote speeches. The guests exchanged views on the value of international cooperation in intellectual property (IP) protection, the practical achievements of various countries, and the direction of global governance. Hosting an international forum during the China International Import Expo (CIIE) is of great significance for deepening international cooperation in IP protection and stimulating market innovation momentum. By building a framework of "strict, comprehensive, efficient, and coordinated protection", conducting special law enforcement campaigns, and improving government-enterprise cooperation mechanisms, Shanghai has realized full-chain crackdowns in trademark infringement cases. In the future, it will align with international rules and strengthen the protection of technological innovation achievements in new tracks. At the international level, the global trade in counterfeit goods is large-scale, affecting the development of multiple industries and endangering consumers' health, enterprise innovation, and sustainable development. All countries need to break information silos and strengthen cross-border and inter-departmental cooperation. China has achieved remarkable results in IP protection, entering the top 10 of the Global Innovation Index (GII) for the first time. It has built a strict protection system through multi-departmental collaborative governance and special law enforcement campaigns, forming a virtuous cycle between IP protection and innovative development. In the era of the digital economy, digital services trade is growing rapidly, and IP protection in related fields has become the key to fair competition and open cooperation. International organizations support member states in strengthening law enforcement through public awareness campaigns, technical assistance, policy dialogues, and capacity building. The Global Alliance for Trade in Services will release relevant index reports to reflect industry trends. The Chinese government attaches great importance to IP protection and has comprehensively improved governance capabilities in terms of institutional construction, administrative law enforcement, criminal justice, and joint governance. In the future, it will continue to strengthen the rule of law, improve law enforcement capabilities, deeply participate in global governance, resist bullying practices, and promote the optimization of the global governance system.



Zhang Ying, Deputy Secretary-General of the People's Government of Shanghai Municipality, Attended the Parallel Session on INTERNATIONAL COOPERATION IN PROTECTING IPR AND FIGHTING AGAINST IPR INFRINGEMENT AND COUNTERFEITING and delivered an opening remark



Wang Binying, Deputy Director General of the World Intellectual Property Organization (WIPO), Attended the Parallel Session on INTERNATIONAL COOPERATION IN PROTECTING IPR AND FIGHTING AGAINST IPR INFRINGEMENT AND COUNTERFEITING and delivered an opening remark



Jiang Zengwei, President of the Global Alliance for Trade in Services,
Attended the Parallel Session on INTERNATIONAL COOPERATION IN PROTECTING IPR AND
FIGHTING AGAINST IPR INFRINGEMENT AND COUNTERFEITING and delivered an opening remark



Shu Wei, Vice Minister of the State Administration for Market Regulation (SAMR),
Administrator of the National Certification and Accreditation Administration of China (CNCA),
Attended the Parallel Session on INTERNATIONAL COOPERATION IN PROTECTING IPR AND
FIGHTING AGAINST IPR INFRINGEMENT AND COUNTERFEITING and delivered a keynote speech

[International Cooperation]

During the "International Cooperation" session, guests included Mr. Alfonso Cruz MEJUTO RODRIGUEZ, Assistant Director, pro tempore, Criminal Networks Subdirectorate (CNET) – Organised & Emerging Crime Directorate (OEC) – ICPO INTERPOL; Mr. Nguyen Thanh Binh, Deputy Director of the Department of Domestic Market Surveillance and Development, Ministry of Industry and Trade of Vietnam; Mr. Raffaello Giroto, Legal Attaché, Embassy of Italy, Beijing; and Mr. Rhodri Smith, Group Director of Global Brand Protection at Alliance Pharmaceuticals Limited. The guests discussed the challenges of global intellectual property (IP) law enforcement collaboration, as well as the institutional development and practical experience of various countries. Currently, IP crimes show a trend of being cross-border, covert, and digitalized, and no country can address them alone. Through the four pillars of intelligence sharing, operational coordination, capacity building, and awareness prevention, international law enforcement organizations have launched joint special operations with multiple countries, dismantled criminal networks, and seized large quantities of counterfeit goods. Countries have actively improved their IP legal systems by revising IP laws, e-commerce laws, and other relevant regulations to align with international standards. They have carried out law enforcement actions and criminal prosecutions, handled numerous infringement cases, and strengthened international cooperation, calling for the establishment of an efficient and transparent multilateral cooperation mechanism. EU countries have enhanced their anti-counterfeiting legal frameworks, expanded law enforcement powers, and increased penalties. They have adopted technical means such as anti-counterfeiting labels and digital product passports to help consumers distinguish genuine products from counterfeits, strengthened cooperation with China in areas such as trademark and geographical indication protection, and established dialogue mechanisms. Multinational enterprises shared their practices in IP protection in China. Faced with issues such as counterfeiting and shoddy products, they have set up localized teams, collaborated with law enforcement authorities and e-commerce platforms, and built protection systems through multiple channels including administrative complaints, criminal crackdowns, and judicial litigation. China's IP protection environment has continued to optimize: the trademark review cycle has been shortened, judicial procedures have been continuously improved, which has reduced the cost of rights protection for enterprises and enhanced their confidence in investing in China.



Alfonso Cruz MEJUTO RODRIGUEZ, Assistant Director, pro tempore,
Criminal Networks Subdirector (CNET) – Organised & Emerging Crime Directorate (OEC) – ICPO INTERPOL,
Attended the parallel session on INTERNATIONAL COOPERATION IN PROTECTING IPR
AND FIGHTING AGAINST IPR INFRINGEMENT AND COUNTERFEITING and participated in the discussion



Nguyen Thanh Binh, Deputy Director of the Department of Domestic Market Surveillance and Development,
Ministry of Industry and Trade of Vietnam, Attended the parallel session on INTERNATIONAL COOPERATION
IN PROTECTING IPR AND FIGHTING AGAINST IPR INFRINGEMENT AND COUNTERFEITING and participated in the discussion



Raffaello Giroto, Legal Attaché, Embassy of Italy, Beijing,
Attended the parallel session on INTERNATIONAL COOPERATION IN PROTECTING IPR
AND FIGHTING AGAINST IPR INFRINGEMENT AND COUNTERFEITING and participated in the discussion



Rhodri Smith, Group Director of Global Brand Protection at Alliance Pharmaceuticals Limited,
Attended the parallel session on INTERNATIONAL COOPERATION IN PROTECTING IPR
AND FIGHTING AGAINST IPR INFRINGEMENT AND COUNTERFEITING and participated in the discussion

[Enhanced Protection]

During the "Enhanced Protection" session, guests included Tang Zhaozhi, Deputy Director General & First Level Counselor of the Copyright Department, Publicity Department of the CPC Central Committee; Wang Jian, Class II Senior Prosecutor at the Procuratorial Department of Economic Crimes of the Supreme People's Procuratorate; Song Beibei, Deputy Director General of the Intellectual Property Protection Department, China National Intellectual Property Administration (CNIPA); and Hu Jianfei, Deputy Secretary of the CPC Fuzhou Municipal Committee and Mayor of Fuzhou Municipal People's Government, Jiangxi Province. The guests discussed the improvement of intellectual property (IP) protection systems, the construction of collaborative mechanisms, and local practices.

At the national level, continuous efforts have been made to improve IP laws and regulations, including revising the Patent Law and the Copyright Law, and promulgating law enforcement standards to address issues such as difficulties in evidence collection and infringement determination. A comprehensive "five-in-one" protection framework integrating administrative protection, judicial protection, arbitration, mediation, and industry self-regulation has been established. IP protection centers and rapid rights protection centers have been set up to provide "one-stop services", while cross-departmental collaboration has been strengthened to promote diversified dispute resolution. International cooperation has also been deepened through the establishment of extensive cooperative relations, leading to a significant improvement in public satisfaction with IP protection and China's ranking in the Global Innovation Index (GII). In terms of copyright protection, special campaigns have been launched to combat online infringement and piracy, standardize the order of online copyright dissemination, and improve the copyright protection governance system. Revisions to relevant laws and regulations have been advanced to create a sound environment, and international cooperation has been strengthened to uphold multilateral cooperative relations, driving the vigorous development of the cultural and creative industries. Procuratorial organs have severely cracked down on IP infringement and counterfeiting crimes in accordance with the law, increased punishment for cases related to people's livelihood, and deepened comprehensive performance of duties to build an all-round supervision system. The "four-in-one investigation" model has been improved, civil public interest litigation has been initiated, and the implementation of the punitive damages system has been promoted. Targeted measures have been taken to strengthen protection in key areas, safeguarding a fair market environment and deepening joint governance to pool synergies. Local governments have promoted the development of characteristic industries by building geographical indication brands, explored finance-enabled models, and improved the IP service system through the establishment of grassroots workstations, public service networks, and expert service teams. They have strengthened collaborative protection, enhanced cross-regional cooperation and overseas IP protection, and promoted high-quality economic development.



Tang Zhaozhi, Deputy Director General & First Level Counselor, Copyright Department,
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Wang Jian, Class II Senior Prosecutor at the Procuratorial Department
of Economic Crimes of the Supreme People's Procuratorate,
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Song Beibei, Deputy Director General of Intellectual Property Protection Department,
China National Intellectual Property Administration (CNIPA),
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Hu Jianfei, Deputy Secretary of the CPC Fuzhou Municipal Committee,
Mayor of Fuzhou Municipal People's Government, Jiangxi Province,
Attended the parallel session on INTERNATIONAL COOPERATION IN PROTECTING IPR
AND FIGHTING AGAINST IPR INFRINGEMENT AND COUNTERFEITING and participated in the discussion

[Report Release]

During the Report Release session, Ms. Xing Houyuan, Advisor to the Global Alliance for Trade in Services and Former President of the China Outsourcing Institute under the Ministry of Commerce, was invited to release the *2025 Index Report on Digital Economy Innovation and Intellectual Property Development of Major World Cities*. The development of intellectual property (IP) in the digital economy reflects a city's competitive strength and potential. Adopting a multi-dimensional evaluation system, the report conducts a comprehensive assessment of 102 major cities worldwide. The results show that: top cities are mainly concentrated in North America, East Asia, and parts of Europe, with some cities rising in rankings due to proactive measures; capital cities maintain prominent advantages, accounting for half of the top 20; cities in different regions exhibit distinct development characteristics-top Asian cities have obvious advantages, North American cities lead in average level, and European cities develop in a balanced manner; the G20 leads global digital economy development, with China playing a key leading role; global digital economy innovation presents cluster development characteristics, with central cities exerting a prominent leading effect. Additionally, the report includes sub-item rankings and a ranking of Chinese cities, providing a reference for mutual learning.



Xing Houyuan, Advisor to the Global Alliance for Trade in Services Former President of the China Outsourcing Institute, the Ministry of Commerce, Attended the parallel session on INTERNATIONAL COOPERATION IN PROTECTING IPR AND FIGHTING AGAINST IPR INFRINGEMENT AND COUNTERFEITING and participated in Report Release

【Joint Governance】

During the "Joint Governance" session, guests included Mr. Michael Ding, Vice President of ABB and Head of IP for the AMEA Region; Mr. BANDO MIKIO, Senior Executive Managing Director & Board Member of Otsuka Pharmaceutical Co., Ltd. and Board Member & President of Otsuka (China) Investment Co., Ltd.; Ms. Barbara Delli Carpini, Vice President of Global Brand Protection at Nike Inc.; Mr. Wu Dongping, Vice President and Secretary-General of the China Trademark Association; Mr. Li Yongji, Deputy Secretary of the Party Committee, Director, and General Manager of China Certification & Inspection Group; and Ms. Karen Chen, Vice President of Pop Mart International Group.

The guests discussed the challenges, experiences, and initiatives of joint governance of intellectual property (IP) in the era of digitalization and artificial intelligence (AI). IP protection is a core driver of technological innovation and economic development. AI technology provides impetus for the reform of the IP system and the improvement of governance capabilities. China has achieved remarkable results in combating counterfeit and shoddy products using big data, with consumers' awareness of IP protection enhanced. Enterprises have realized effective rights protection through collaboration with governments, platforms, and consumers. In terms of cooperation with law enforcement authorities, joint law enforcement operations have seized a large number of counterfeit goods, effectively curbing the global distribution of counterfeit products. Regarding the use of big data, it is necessary to strengthen multi-departmental cooperation, regulate the application of algorithms on e-commerce platforms, and prevent counterfeit products from being listed online.

Industry associations play a role as platforms and bridges, adjusting their work content to adapt to digital trends. They strengthen technological empowerment, case analysis, rule research, international cooperation, and government-enterprise communication to assist enterprises in rights protection and promote fair competition. Testing institutions have established online monitoring systems, provided accurate offline testing reports, and connected online and offline joint governance, providing effective evidence for law enforcement authorities and improving law enforcement efficiency. Enterprises have set up professional teams, strengthened global trademark layout, established monitoring and response mechanisms to promptly address malicious trademark squatting, improved evidence preservation, and enhanced IP protection. Online and offline governance faces challenges such as the evolution of market patterns and the diversification of counterfeiting channels. International collaboration is needed to establish monitoring networks, conduct early warnings, and intensify law enforcement efforts. Enterprises should link up with law enforcement authorities, customs, and judicial organs to carry out full-chain crackdowns on counterfeiting through customs interception, joint law enforcement, and judicial litigation.



Michael Ding, Vice President of ABB, Head of IP, AMEA Region,
Attended the parallel session on INTERNATIONAL COOPERATION IN PROTECTING IPR
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BANDO MIKIO, Senior Executive Managing Director & Board Member;
Otsuka (China) Investment Co., Ltd. Board Member President,
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Barbara Delli Carpini, Vice President, Global Brand Protection, Nike Inc.,
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Karen Chen, Vice President, Pop Mart International Group,
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Ji Xiaoling, Market Inspection Commissioner of the State Administration for Market Regulation
(The Bureau of Law Enforcement and Inspection),
moderated the parallel session on INTERNATIONAL COOPERATION IN PROTECTING IPR
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