



张英
Zhang Ying

上海市人民政府副秘书长

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

张英，女，汉族，1968年2月出生，工程硕士，副研究员，现任上海市人民政府副秘书长，农工党上海市委副主委。

Zhang Ying, Han nationality, was born in February 1968. She holds a Master's degree in Engineering and a professional title of Associate Researcher. Currently she is Deputy Secretary-General of the Shanghai Municipal People's Government and Vice Chairperson of the Shanghai Municipal Committee of the Chinese Peasants and Workers Democratic Party (CPWDP).



王彬颖 Wang Binying

世界知识产权组织 (WIPO) 副总干事

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

王彬颖女士1992年4月加入世界知识产权组织 (WIPO)。2009年12月,王女士就任WIPO副总干事,主管品牌及外观设计部,并于2014年及2021年分别再次连任其职。

王女士的学术背景包括英语、传播、运输及法律。她在1970年代毕业于长沙中南大学,其后自美国加州大学(柏克莱)法律学院取得法律硕士学位,兼及工业产权。她亦从纽约哥伦比亚法学院取得美国法律文凭。

加入WIPO前,王女士还曾在中国交通运输部和国家工商总局工作。

Ms. Wang Binying, a national of China, joined the International Bureau of WIPO in April 1992, was appointed in December 2009 to the position of Deputy Director General responsible for the Brands and Designs Sector and was reappointed for a second and third mandate as Deputy Director General in 2014 and 2021, respectively.

Ms. Wang's academic background is in English language, communication, transportation and law. She graduated from the Zhongnan University in Changsha in China in the 1970s, and holds a Master's degree in Law, including industrial property, from the Law School of University of California (Berkeley) in the USA. She was also awarded a Diploma in American Law from the Columbia Law School in New York.

Prior to joining WIPO, Ms. Wang also worked in the Ministry of Communication and Transportation of China and the State General Administration for Industry and Commerce (SAIC).



姜增伟
Jiang Zengwei

全球服务贸易联盟理事长

President of the Global Alliance for Trade in Services

先后任原商务部中国商业对外贸易公司总经理，国家国内贸易局副局长，国有重点大型企业监事会主席，商务部副部长，中国国际贸易促进委员会会长，现任全球服务贸易联盟理事长。

He has served successively as General Manager of the China Commercial Foreign Trade Corporation of the Ministry of Commerce, Deputy Director General of the State Administration for Domestic Trade, Chairman of the Supervisory Board of Key State-owned Large Enterprises, Vice Minister of the Ministry of Commerce, President of the China Council for the Promotion of International Trade, and currently as President of the Global Alliance for Trade in Services.



束为 Shu Wei

国家市场监督管理总局副局长、
国家认证认可监督管理委员会主任

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

束为，男，汉族，1967 年 12 月生，现任市场监管总局党组成员、副局长，国家认证认可监督管理委员会主任。毕业于清华大学，工学博士。曾先后在清华大学、北京市朝阳区人民政府、北京市商务委员会、中国科学技术协会等地工作。

Dr. SHU Wei is Member of the Leading Party Members' Group, Vice Minister of the State Administration for Market Regulation (SAMR), Administrator of the National Certification and Accreditation Administration of China (CNCA). Graduated from Tsinghua University, Dr. Shu holds a Doctorate Degree in Engineering. He used to work in Tsinghua University, Chaoyang District People's Government of Beijing Municipality, Beijing Municipal Commission of Commerce, China Association of Science and Technology.



梅胡托·罗德里格斯 Alfonso Cruz MEJUTO RODRIGUEZ

国际刑警组织 (ICPO INTERPOL) 有组织与新兴
犯罪局 (OEC) 网络犯罪分局 (CNET) 副局长

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

梅胡托·罗德里格斯，现任国际刑警组织 (ICPO INTERPOL) 有组织与新兴犯罪局 (OEC) 网络犯罪分局 (CNET) 副局长。

Alfonso Cruz MEJUTO RODRIGUEZ is currently Assistant Director, pro tempore, Criminal Networks Subdirector (CNET) – Organised & Emerging Crime Directorate (OEC) – ICPO INTERPOL.



阮清平 Nguyen Thanh Binh

越南工业和贸易部国内市场管理与发展局
副局长

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

阮清平先生是越南市场监督领域的重要领导干部，在加强全国各地市场监管力量的指挥与协调方面发挥了关键作用，有力保障了各项监管举措的坚决落实和取得实际成效。

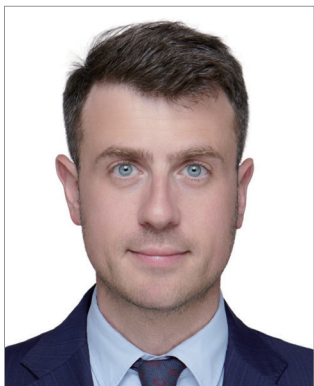
阮清平先生在市场监管领域具有十余年丰富经验，长期在关键岗位上履职尽责，先后担任市场监管局打击假冒伪劣处处长、打击走私处处长、市场监管局副局长等职务。2020年至2024年，出任市场监管总局副局长。现任国内市场管理与发展局副局长，继续在国家市场监管建设和执法体系完善中发挥重要作用。

在长期的监管与执法实践中，他在打击走私、假冒伪劣、商业欺诈等重点领域展现出高度责任担当、专业素养和丰富经验。同时，他积极参与政策研究、指挥协调与制度建设，推动打造专业化、现代化、高效运行的市场监管力量，为维护国内市场秩序稳定与健康发展作出突出贡献。

Mr. Nguyen Thanh Binh is a senior official in Viet Nam's market surveillance system. He has played an important role in directing and coordinating market regulatory forces nationwide, contributing to the effective implementation of market surveillance measures.

He has more than ten years of professional experience in this field and has held several key leadership positions, including Director of the Anti-Counterfeiting Division, Director of the Anti-Smuggling Division, and Deputy Director of the Department of Market Surveillance. From 2020 to 2024, he served as Deputy Director General of the Directorate of Market Surveillance. He is currently Deputy Director of the Agency for Domestic Market Surveillance and Development.

His work focuses on combating smuggling, counterfeit and substandard goods, and commercial fraud. He has also participated in policy development and institutional coordination aimed at improving the effectiveness and efficiency of Viet Nam's market surveillance system.



姚非
Raffaello Girotto

意大利驻华大使馆法律专员

Legal Attaché, Embassy of Italy, Beijing

姚非于2014年以优异成绩毕业于意大利特伦托大学法学院，获得法学学位，其毕业论文研究中国商标法。

在与两家意大利律师事务所合作并于2018年获准加入罗马律师协会后，自2021年起，他在意大利外交与国际合作部任职，现担任意大利驻华大使馆法律专员。

他经常在意大利驻华大使馆组织与法律相关的活动，并在各类法律会议上发言，主题涵盖知识产权、数据保护以及农产品法等领域。

Raffaello GIROTTO graduated cum laude in Law in 2014 at the University of Trento (Italy) with a thesis on Chinese trademark law.

After cooperating with two Italian law firms and being admitted to the Bar Association of Rome (2018), since 2021 he serves in the Italian Ministry of Foreign Affairs, holding the post of Legal Attaché at the Italian Embassy in Beijing.

He regularly organizes law-related events at the Italian Embassy in Beijing and takes part as a speaker in legal conferences on topics including e.g. intellectual property, data protection, and agri-food law.



罗德里·史密斯 Rhodri Smith

联合制药有限公司全球品牌保护总监

Group Director of Global Brand Protection at Alliance
Pharmaceuticals Limited

罗德里·史密斯先生现任联合制药有限公司全球品牌保护总监，具备丰富的国际品牌保护与反假冒管理经验。他在公司内部建立了全球品牌保护体系，带领团队在中国及东南亚市场显著降低假冒风险，并推动数字化防伪与品牌安全技术的全球应用。他致力于以创新与协作为驱动，维护品牌完整性，提升企业的全球合规与安全标准。

Mr. Rhodri Smith serves as Group Director of Global Brand Protection at Alliance Pharmaceuticals Limited. He has extensive experience in international brand protection and anti-counterfeiting management, with a strong record of building and leading global programs that enhance brand integrity and compliance. Within Alliance, he established the company's global brand protection framework, driving initiatives that significantly strengthened market security across China and Southeast Asia. Mr. Smith has been instrumental in advancing the worldwide adoption of digital anti-counterfeiting and brand security technologies. He is dedicated to promoting innovation and collaboration to safeguard brand reputation and elevating global standards of corporate compliance and security.



汤兆志 Tang Zhaozhi

中央宣传部版权管理局副局长、一级巡视员

Deputy Director General & First Level Counselor,
Copyright Department, Publicity Department of the
CPC Central Committee

汤兆志，毕业于北京大学，法律硕士学位。长期从事版权贸易、法律服务、行政管理工作，曾在中华版权代理总公司、中国版权保护中心、新闻出版总署、国家新闻出版广电总局任职，曾参与著作权法及相关条例制定，在版权行政执法和行政管理领域具有丰富的经验。现任中央宣传部版权管理局副局长、一级巡视员。

Mr. TANG Zhaozhi graduated from Peking University with Juris Master Degree. He has been working for a long time on copyright trade, legal service and administrative management. He once took positions in Copyright Agency of China (CAC), Copyright Protection Center of China (CPCC), General Administration of Press and Publication (GAPP), and State Administration of Press, Publication, Radio, Film and Television of China (SAPPRFT). He has engaged in formulating the Copyright Law and related regulations, and accumulated rich experience in copyright administrative enforcement and management. Mr. Tang is currently Deputy Director General & First Level Counselor, Copyright Department, Publicity Department of the CPC Central Committee.



王健
Wang Jian

最高人民检察院经济犯罪检察厅
二级高级检察官

Class II Senior Prosecutor at the Procuratorial
Department of Economic Crimes of the Supreme
People's Procuratorate

现任最高人民检察院经济犯罪检察厅二级高级检察官。1990年7月本科毕业于武汉大学法学院，2001年7月研究生毕业于中国人民大学，法学硕士，研究生学历。1990年7月至今在最高检工作，历任公诉厅副处长，复核厅、公诉二厅处长、检察员，2017年任二级高级检察官。

Wang Jian currently serves as a Class II Senior Prosecutor at the Procuratorial Department of Economic Crimes of the Supreme People's Procuratorate. He obtained his bachelor's degree from the Law School of Wuhan University in July 1990 and his master's degree from Renmin University of China in July 2001. He holds a Master of Laws and a graduate degree.. Since July 1990, he has been working at the Supreme People's Procuratorate, holding positions including Deputy Division Chief at the Public Prosecution Department, Division Chief at the Review Department and the Second Public Prosecution Department, and prosecutor. He was appointed as a Class II Senior Prosecutor in 2017.



宋蓓蓓 Song Beibei

国家知识产权局知识产权保护司副司长

Deputy Director General of Intellectual Property
Protection Department, China National Intellectual
Property Administration (CNIPA)

现任国家知识产权局知识产权保护司副司长，国家知识产权局领军人才，中国青年科技工作者协会常务理事（兼副秘书长），全国首件重大专利侵权纠纷行政裁决案件主审员。

Song Beibei serves as the Deputy Director General of Intellectual Property Protection Department, China National Intellectual Property Administration (CNIPA). She is recognized as a National Leading Professional in IP at CNIPA, served as Executive Council Member (Deputy Secretary-General) of the Chinese Association of Young Scientists and Technologists and the chief adjudicator in China's first major administrative adjudication case on patent infringement disputes.



胡剑飞
Hu Jianfei

江西省抚州市委副书记、市人民政府市长

Deputy Secretary of the CPC Fuzhou Municipal Committee, Mayor of Fuzhou Municipal People's Government, Jiangxi Province

胡剑飞, 男, 汉族, 1973年2月生, 大学学历, 中共党员, 现任抚州市委副书记、市人民政府市长。

Hu Jianfei, male, Han ethnicity, born in February 1973, holds a bachelor's degree and is a member of the Communist Party of China. He currently serves as Deputy Secretary of the CPC Fuzhou Municipal Committee and Mayor of the Fuzhou Municipal People's Government.



邢厚媛
Xing Houyuan

全球服务贸易联盟专家、
商务部中国服务外包研究中心原主任

Advisor to the Global Alliance for Trade in Services
Former President of the China Outsourcing Institute,
the Ministry of Commerce

商务部中国服务外包研究中心原主任（正司长级），二级研究员。曾担任商务部国际贸易经济合作研究院副院长，中国国际经济合作学会兼职副会长，达沃斯世界经济论坛全球议程理事会理事，中国加入WTO谈判、自由贸易区谈判、加入政府采购协议谈判智囊团成员，英国曼彻斯特大学访问学者。长期从事中国对外开放战略、对外投资合作与企业跨国经营、国际服务贸易战略与政策研究，主持多项联合国项目、国家级及省部级重大课题，参与中央重要专题研究和文件起草。

Former President of the China Outsourcing Institute, the Ministry of Commerce, Senior Research fellow. She served as Vice President of the Academy of International Trade and Economic Cooperation under the Ministry of Commerce, Vice President of the China Society for International Economic Cooperation, a member of the Global Agenda Council of the World Economic Forum in Davos, a think tank member for China's WTO accession negotiations, FTA negotiations, and GPA negotiation, and a visiting scholar of the University of Manchester in the United Kingdom. She has been engaged in long-term research on China's opening-up strategy, foreign investment and cooperation, cross-border business operations of enterprises, and international trade in services. She has led multiple United Nations projects, major projects at national and provincial levels, and participated in important research and document drafting for the central government of China.



丁宇 Michael Ding

ABB集团副总裁，
ABB亚洲、中东和非洲地区知识产权负责人

Vice President of ABB, Head of IP, AMEA Region

曾就职于华为公司知识产权部。之后加入艾默生电气集团，组建中国知识产权团队，并领导中国区的所有知识产权事务。目前，丁宇担任ABB集团副总裁，全面领导亚洲、中东和非洲地区的知识产权工作，以及集团在全球的品牌保护工作。通过25年的企业内部知识产权的工作经历，丁宇对于知识产权，尤其是专利、商标和商业秘密的管理，有着丰富的经验和独特的见解。

2017年初，丁宇作为志愿者加入品保委领导团队，2017-2018年任副主席，2019-2024年任主席一职。2020年，丁宇荣膺英国《知识产权管理》(MIP)杂志评选出“2020年度全球50位知识产权界最有影响人物”。丁宇分别于2023年和2025年两次荣登“IAM 战略 300”榜单。

After worked in IP Dept of Huawei, and then built up and led IP team for Emerson Electric in China, Michael now is working in ABB, and leading IP in Asia, Middle East and Africa (AMEA) Region of ABB. Meanwhile, Michael is leading global brand protection activities in ABB. With 25 years' working as in-house IP professional, Michael has extensive experience and insights in management of IP, including patent, trademark and trade secret.

Michael joined QBPC Leadership team as Vice Chair since 2017, and served as QBPC Chair from 2019-2024. Michael was also named by MIP as 50 most influential people in IP in 2020 and listed as a leading IP Strategist IAM Strategy 300 rankings in 2023 and 2025 respectively.



坂东 干夫 BANDO MIKIO

大塚制药株式会社专务董事、
大冢(中国)投资有限公司董事长

Senior Executive Managing Director & Board Member;
Otsuka (China) Investment Co., Ltd. Board Member
President

1983年加入大塚制药株式会社。先后任医药营业本部营业企画部长、常务执行董事&OIAA事业部长（医药・NC）、常务董事&新兴国家担当（兼）OIAA事业部长。2025年升为大塚制药株式会社专务董事&新兴国家担当（兼）OIAA事业部长，并担任大冢（中国）投资有限公司董事长。

He joined Otsuka Pharmaceutical Co., Ltd. in 1983. He had successively held the positions of Marketing Sales Planning Director- Pharmaceutical Marketing Headquarters、Senior Operating Officer & General Manager of Otsuka International Asia Arab (OIAA) Division (Pharma/ NC)、Appointed Managing Director & Board Member-Emerging Countries & OIAA Division. In 2025 he was promoted to Senior Executive Managing Director & Board Member -Emerging Countries & OIAA Division. and he took office as the Chairman of Otsuka (China) Investment Co., Ltd.



代凌晗 Barbara Delli Carpini

耐克全球品牌保护副总裁

Vice President, Global Brand Protection, Nike Inc.

代凌晗女士现任耐克公司全球品牌保护副总裁兼数字知识产权保护顾问，主要负责在数字和实体领域保护耐克集团旗下三大品牌的知识产权，包括耐克、Jordan和匡威。

在此之前，她在耐克法律部门担任过多个职位，包括品牌保护经理、EMEA（欧洲、中东和非洲）地区品牌保护法律诉讼顾问、数字知识产权法律顾问等。

加入耐克之前，她在意大利的一家律师事务所从事法律工作，负责与商业、知识产权和其它业务相关的诉讼工作。她还拥有意大利锡耶纳大学的法学学士学位，并在2006年取得了意大利律师资格。

Barbara Delli Carpini is currently the Global Vice President and Digital Intellectual Property Enforcement Counsel of Nike. Her responsibilities include the protection and enforcement, in the digital and physical marketplace, of Nike's Intellectual Property and its brands, including Nike, Jordan and Converse.

Before assuming her current position, Barbara Delli Carpini held various positions in Nike's legal department, including Brand Protection Manager, EMEA Brand Protection Litigation Legal Counsel and Global Brand Protection Digital IP enforcement Legal Counsel.

Before joining Nike, Barbara Delli Carpini practiced law at a Law Firm in Italy, where she engaged in commercial, Intellectual Property and litigation legal practice. Barbara Delli Carpini received her Bachelor of Law degree from Siena (IT) University and got admitted to the Italian Bar in 2006.



吴东平
Wu Dongping

中华商标协会副会长兼秘书长

Vice President and Secretary-General of the China
Trademark Association

吴东平,男,1963年9月出生,汉族,中共党员。历任原国家工商管理总局人事教育司科员、广告司副处长、市场规范管理司(网络商品交易监管局)综合处处长、网络商品交易监管处处长、市场规范管理处处长。2017年6月至今,历任中华商标协会副秘书长、秘书长,现任中华商标协会副会长兼秘书长。

Dongping WU, male, born in September 1963, of Han ethnicity, is a member of the Communist Party of China. He has served in various roles, including as a junior staff member in the Personnel and Education Department of the former State Administration for Industry and Commerce, Deputy Division Director in the Advertising Department, Division Director of the General Office of the Market Regulation Department (Online Commodity Transaction Supervision Bureau), and Division Director of the Online Commodity Transaction Supervision Division and the Market Regulation Division. Since June 2017, he has held positions as Deputy Secretary-General and Secretary-General of the China Trademark Association. He currently serves as Vice President and Secretary-General of the China Trademark Association.



李永吉
Li Yongji

中国检验认证(集团)有限公司
党委副书记、总经理

Deputy Secretary of the Party Committee and General
Manager of China Certification & Inspection Group

李永吉, 现任中国检验认证(集团)有限公司党委副书记、总经理。中欧国际工商学院高级管理人员工商管理硕士专业毕业, 博士研究生学历, 正高级会计师, 高级国际财务管理师。曾任中国航空油料集团有限公司副总会计师、中国航油(新加坡)股份有限公司董事、中国检验认证(集团)有限公司总会计师, 2025年3月至今任中国检验认证(集团)有限公司总经理。

Li Yongji is Deputy Secretary of the Party Committee and General Manager of China Certification & Inspection Group. Graduated from the EMBA program at China Europe International Business School, he holds a doctoral degree and is a senior certified accountant and a senior international financial manager. He previously served as Deputy Chief Accountant of China National Aviation Fuel Group Limited, Director of China Aviation Oil (Singapore) Corporation Ltd., and Chief Accountant of China Certification & Inspection Group. He has been serving as the General Manager of China Certification & Inspection Group since March 2025.



陈晓芸
Karen Chen

泡泡玛特国际集团副总裁

Vice President, Pop Mart International Group

陈晓芸，泡泡玛特国际集团副总裁，中国人民大学传播学硕士。中国连锁经营协会时尚专委会理事、中国玩协潮玩专委会委员、全国共享经济标准化委员会共享新消费工作组副主任委员，北京市政府研究室外脑专家、北京市新联会理事。2022年加入泡泡玛特国际集团，负责集团公共事务管理、集团可持续发展、政企合作等工作。曾先后在搜狐网、瑞幸咖啡、携程集团等任职，拥有丰富的互联网、新零售、消费与文旅行业经验。

Karen Chen is Vice President of Pop Mart International Group and holds an M.A. in Communication from Renmin University of China. She serves on the Fashion Committee of the China Chain Store & Franchise Association and the Designer Toy Committee of the China Toy & Juvenile Products Association, and is deputy director of the Shared New Consumption Working Group under the National Sharing Economy Standardization Committee. She also advises the Beijing Municipal Government Research Office and sits on the council of the Beijing New Social Stratum Association. Since joining Pop Mart in 2022, she has led public affairs, sustainability, and government partnerships. Previously, she worked at Sohu, Luckin Coffee, and Trip.com Group, with experience across internet, new retail, consumer, and cultural tourism sectors.



嵇小灵 Ji Xiaoling

国家市场监督管理总局市场稽查专员
(执法稽查局工作)

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

嵇小灵, 国家市场监督管理总局市场稽查专员(执法稽查局工作), 负责市场监管执法工作。

Mr. Ji Xiaoling, Market Inspection Commissioner of the State Administration for Market Regulation (The Bureau of Law Enforcement and Inspection). He is in charge of market supervision and law enforcement.