

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

Date: 9:30-12:00, November 6th, 2025

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

Hosts: Ministry of Commerce of the People's Republic of China

State Administration for Market Regulation

World Intellectual Property Organization

Global Alliance for Trade in Services

Organizers: Shanghai Municipal Administration for Market Regulation

Development Research Center of the State Administration for Market Regulation

China Trademark Association

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 the global cooperation and governance in intellectual property protection, and jointly portray a new vision of open, inclusive and mutually beneficial international cooperation.

Program:

| Agenda | Time Slot | Honored Guests | Title & Organization |
|------------------------------------|-------------|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Opening Remarks and Keynote Speech | 09:30-09:55 | 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 | 09:55-10:30 | Alfonso Cruz MEJUTO RODRIGUEZ | Assistant Director, pro tempore, Criminal Networks Subdirectorato (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 |

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|---------------------|----------------------------------------------|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Enhanced Protection | 10:30-11:05 | 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 | 11:05-11:10 | Xing Houyuan | Advisor to the Global Alliance for Trade in Services Former President of the China Outsourcing Institute, the Ministry of Commerce |
| Joint Governance | 11:10-12:00 | 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 | | |



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