

Intellectual Property Protection and Business Environment Optimization

Date: 14:30—16:30, 5 November, 2021

Venue: Hall D1, Pavilion 4.2

Hosts: Ministry of Commerce of the People's Republic of China
China Council for the Promotion of International Trade
China National Intellectual Property Administration
National Copyright Administration of the People's Republic of China
Shanghai Municipal People's Government

Organizers: China International Import Expo Bureau
National Exhibition and Convention Center (Shanghai) Co., Ltd.

Introduction:

Intellectual property protection is closely related to the modernization of the national governance system and governance capacity of China, the overall situation of the country's opening up to the outside world, as well as national security. At present, China's economy has entered a "new normal" stage and the implementation of the innovation-driven development strategy has become the theme of the times. The innovative development needs a sound business environment that requires institutional support and legal safeguards for intellectual property protection. This topic will focus on the efforts and achievements of China in enhancing intellectual property protection and optimizing the business environment, strengthening the confidence of enterprises from various countries in trade and investment cooperation with China, which reflects China's responsibility as a major country to build a fair, transparent and open business environment.

Program:

Agenda	Time	Name	Title & Organization
Guest Speeches	14:30-15:25	LU Pengqi (Moderator)	Vice Chairman, China Council for the Promotion of International Trade (CCPIT)
		GAO Yan	Chairperson, China Council for the Promotion of International Trade (CCPIT)
		ZHANG Jianchun	Vice Minister, Publicity Department of the Communist Party of China (CPC) Central Committee
		GAN Shaoning	Deputy Commissioner, China National Intellectual Property Administration (CNIPA)
		ZHANG Junkuo	Vice President, Development Research Center of the State Council (DRC)
		WANG Binying	Deputy Director General, World Intellectual Property Organization (WIPO)
Panel Discussion	15:30-16:28	Luiz Henrique do Amaral	President, International Association for the Protection of Intellectual Property (AIPPI)
		MA Hao (Moderator)	Past President, International Association for the Protection of Intellectual Property (AIPPI)
		HAN Xiucheng	Former Director and Researcher, Intellectual Property Development Research Center of China National Intellectual Property Administration (CNIPA)
		Carsten Fink	Chief Economist, World Intellectual Property Organization (WIPO)
		Tomson Li	Founder and Chairman, TCL.
		Niels B. Christiansen	Chief Executive Officer, The LEGO Group
Closing Remarks	16:28-16:30	GONG Yu	Founder and CEO, iQIYI
		LIU Chao	Director-General, Legal Affairs Department of CCPIT Secretary-General, International Commercial Dispute Prevention and Settlement Organization (ICDPASO)