

Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting

【Basic Information】

Host:

Kuang Xu

Deputy Director General of the Department of Law Enforcement and Inspection,
State Administration for Market Regulation

Speeches and keynote addresses:

Pu Chun

Vice Minister of the State Administration for Market Regulation of China

Li Fei

Assistant Minister, Ministry of Commerce of the People's Republic of China

Zhang Wei

Vice Mayor of Shanghai Municipal People's Government

Wang Binying

Deputy Director General of the World Intellectual Property Organization
(letter of congratulation, read by Liu Hua, Director, World Intellectual Property
Organization Office in China)

Featured speeches:

Topic 1: Enhanced Protection

Wang Zhicheng

Director General, Copyright Department, the Publicity Department of the CPC
Central Committee

Liu Taizong

Class I Senior Procurator & Director General of the Procuratorial Office for
Intellectual Property Rights of the Supreme People's Procuratorate of China

Wu Qingwen

Mayor of Suzhou Municipal People's Government, Jiangsu Province

Jerome Cottin-Bizonne

Managing Director, Pernod Ricard China

Topic 2: International Cooperation

John Anderson	Chair of the Global Anti-Counterfeiting Group
Jin Hai	Director General of General Operation Department, General Administration of Customs of China
Lei Xinghui	Vice President of Tongji University (represented by Yu Xinmiao, Associate Professor of Shanghai International College of Intellectual Property, Tongji University)
Robin Smith	VP, General Counsel, China & APAC, The LEGO Group

Topic 3: Joint Governance (in the form of interactive discussion)

Ding Yu	Vice President of China Association of Enterprises with Foreign Investment and Chair of QBPC, Vice President and Head of IP AMEA Region, ABB Group
Cao Huimin	Deputy Chief Judge of the Second Civil Tribunal of Fujian Higher People's Court, Senior Judge IV
Li Jie	Vice President and General Manager, China Emerson
Chen Wei	Vice President of JD.com
Chen Fang	General Manager of RAYCAN Technology Co., Ltd. (Suzhou)
Victor Shao	SANOFI China Product Security Head

【Brief Introduction】

On the morning of November 5, 2022, the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting of the 5th Hongqiao International Economic Forum was successfully held at National Exhibition and Convention Center (Shanghai). The parallel session is divided into four parts, including the speeches and keynote addresses, and three featured speeches of "protection enhancement", "international cooperation", and "social co-governance". Member units of the national leading group for combating IPR infringement and counterfeiting (China's administrative law enforcement departments and criminal justice departments, etc.), international organizations such as the World Intellectual Property Organization, IPR officials from foreign embassies (missions) in China, renowned experts and scholars, and representatives of well-known enterprises at home and abroad were invited to share their experiences and insights on IPR protection and combating IPR infringement and counterfeiting, delivering the "Chinese solution" to crack down on infringement and counterfeiting, and sending out the "Hongqiao voice" for intellectual property protection. Chinese and foreign media followed up to report, and public opinion at home and abroad gave positive comments.



中国国际进口博览会
CHINA INTERNATIONAL
IMPORT EXPO

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第五届虹桥国际经济论坛

THE FIFTH HONGQIAO INTERNATIONAL ECONOMIC FORUM

保护知识产权 打击侵权假冒国际合作分论坛

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



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中国外商投资企业协会副会长、
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Michael Ding

Vice President of China Association
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曹慧敏

福建省高级人民法院
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Cao Huimin

Deputy Chief Judge
of the Second Civil Tribunal
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艾默生副总裁、中国区总经理

Jennie Li

Vice President and General
Manager of Emerson China



陈威

京东集团副总裁

Chen Wei

Vice President of JD.com



陈方

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Chen Fang

General Manager
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邵克亮

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Victor Shao

Product Security Head of SANOFI China



【Speeches and Keynote Addresses】



Pu Chun, Vice Minister of the State Administration for Market Regulation of China, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting in Shanghai and delivered a keynote address.

Pu Chun, Vice Minister of the State Administration for Market Regulation of China, stated in the keynote address that the past five years had seen the structure, organization, and overall development of China's intellectual property industry. The Chinese government focuses on innovation-driven development, adheres to law-based governance, continues to strengthen key areas, vigorously promotes social co-governance, deepens international cooperation, and effectively creates a market-oriented, law-based, and international business environment, which has achieved positive results. In the next stage, China will vigorously promote the building of an intellectual property power, actively participate in global intellectual property governance, severely crack down on infringement, counterfeiting, and illegal acts, strengthen cooperation with other countries, and jointly create a new situation of intellectual property protection.



Li Fei, Assistant Minister, Ministry of Commerce of the People's Republic of China, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting in Shanghai and delivered a speech.

Li Fei, Assistant Minister, Ministry of Commerce of the People's Republic of China, pointed out that in recent years, the Ministry of Commerce has been deepening exchanges with relevant countries, regions, and international organizations in the field of intellectual property, promoting the establishment of a coordinated and interconnected international cooperation network, so that innovation and creation can benefit people of all countries, and the intellectual property work has made new progress. In the next stage, the Ministry of Commerce will continue to work with relevant departments to build an IPR protection system that supports a global first-class business environment and make greater contributions to world scientific and technological progress and global economic recovery.



Zhang Wei, Vice Mayor of Shanghai Municipal People's Government, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting in Shanghai and delivered a speech.

Zhang Wei, Vice Mayor of Shanghai Municipal People's Government, pointed out that Shanghai attaches great importance to the fight against infringement and counterfeiting, integrates the fight against infringement and counterfeiting into the overall situation of economic and social development, strives to improve the working mechanism of intellectual property protection, carries out special rectification actions in key areas, and strengthens the protection of intellectual property rights along the whole chain. Shanghai will continue to strengthen intellectual property rights protection, crack down on infringement and counterfeiting, and strive to build an international protection hub for intellectual property rights.



Wang Binying, Deputy Director General of the World Intellectual Property Organization, sent a congratulation letter to the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting; Liu Hua, Director, World Intellectual Property Organization Office in China, attended the Parallel Session in Shanghai and read the letter.

Wang Binying, Deputy Secretary-General of the World Intellectual Property Organization, extended warm congratulations on the forum and fully affirmed the effectiveness of China's IPR protection on behalf of Deng Hongsen, Director-General of the World Intellectual Property Organization. Wang Binying pointed out that in recent years, China has made significant achievements in the field of intellectual property rights. China's judicial and administrative capacity to implement intellectual property rights protection has been greatly enhanced, which has been widely recognized by rights holders from all countries and the international intellectual property community. The WIPO looks forward to working with China and other member states to build a balanced, inclusive, dynamic, and forward-looking global IP ecosystem.



Kuang Xu, Deputy Director General of the Department of Law Enforcement and Inspection,
State Administration for Market Regulation,
attended the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement
and Counterfeiting in Shanghai and presided over the speeches and keynote addresses.

【Featured Speeches】

Topic 1: Enhanced Protection



Wang Zhicheng, Director General, Copyright Department, the Publicity Department of the CPC Central Committee, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting and delivered a featured speech via video.

Wang Zhicheng, Director General, Copyright Department, the Publicity Department of the CPC Central Committee, pointed out that the National Copyright Administration has played an active role in promoting cultural prosperity, scientific and technological progress, economic and social development, and building an international copyright protection and governance system: First, focus on protection, strengthening special rectification, and effectively safeguarding the lawful rights and interests of Chinese and foreign right holders; second, focus on services, ensuring innovative development and continuously improving the business environment; third, focus on cooperation, strengthening international exchanges, and promoting the establishment of a balanced and orderly international copyright governance system. The National Copyright Administration will continue to strengthen the legal protection of copyright, perfect the legal system of copyright, and improve the level of the legal protection of copyright; further strengthen copyright protection, enhance the whole chain of copyright protection; further improve the copyright management mechanism and system, strengthen the cultivation, promotion, optimization, and quality of the copyright industry, and promote the sustainable and healthy development of the copyright industry; further promote international copyright cooperation mechanisms in a coordinated manner and participate deeply in global copyright governance under the framework of the World Intellectual Property Organization.



Liu Taizong, Class I Senior Procurator & Director General of the Procuratorial Office for Intellectual Property Rights of the Supreme People's Procuratorate of China, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting and delivered a featured speech via video.

Liu Taizong, Class I Senior Procurator & Director General of the Procuratorial Office for Intellectual Property Rights of the Supreme People's Procuratorate of China, pointed out that new progress has been made in the judicial protection of intellectual property in China in recent years. China's procuratorial organs have made all-round efforts to crack down on infringement and counterfeiting, protect rights holders at home and abroad on an equal basis, and improve the legal and business environment for scientific and technological innovation: First, continuously strengthen the crackdown on infringement and counterfeiting crimes; second, comprehensively improve the protection level of the lawful rights of the right holders; third, anchor key areas of service innovation and development, such as information technology, artificial intelligence, biological medicine, and new energy, and strengthen procuratorial protection; fourth, actively perform our duties in accordance with the law to promote high-quality economic and social development. Next, the procuratorial system will continue to strengthen communication and contact with international organizations as well as law enforcement and judicial circles of various countries to enhance mutual understanding. We will further strengthen the crackdown on infringement and counterfeiting crimes, actively promote the effective connection between administrative law enforcement and criminal justice, protect the lawful rights of domestic and foreign rights holders on an equal basis, and raise awareness of intellectual property protection in the whole society.



Wu Qingwen, Mayor of Suzhou Municipal People's Government, Jiangsu Province, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting and delivered a featured speech in Shanghai.

Wu Qingwen, Mayor of Suzhou Municipal People's Government, Jiangsu Province, shared his work experience in Suzhou commercial secret protection. Suzhou adheres to the "equal emphasis on the four points" and strives to create a "Suzhou sample" of commercial secret protection: First, digital means are used to weave a solid "protective net" for commercial secrets. Through the service "cloud", Suzhou enables more enterprises to enjoy the dividend of commercial secret protection. Second, Suzhou adheres to the rule of law thinking and provides "strong support" for the protection of commercial secrets. Suzhou explored the "three-word rule" of work, that is, "unification, connection, and precision". Unification means that the whole city acts and advances in a unified manner; connection means deep and close linkages in coordination; precision means accurate sentencing, judgment, and execution. The third is to enhance international thinking, adhere to the principle of equal treatment for domestic and foreign investment, and continue to strengthen the international image of respect for commercial secrets. The fourth is to mobilize social forces to jointly build a "good ecology" for the protection of commercial secrets.



Jerome Cottin-Bizonne, Managing Director, Pernod Ricard China, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting and delivered a featured speech in Shanghai.

Jerome Cottin-Bizonne, Managing Director, Pernod Ricard China, shared Pernod Ricard's successful experience in IPR protection in the Chinese market. The first is trademark registration. Pernod Ricard tries its best to protect its brand and products by registering both Chinese and English names, product packaging, logos, and promotional language. The second is to make full use of digital technology. Through the development of "Le Code", consumers can scan QR codes to obtain key information about product origin and logistics. The third is to seek clues of infringement actively. Pernod Ricard arranges offline visits and investigations in dozens of cities every year, participates in major exhibitions, and pays attention to online e-commerce platforms. The fourth is to cooperate closely with local law enforcement departments to share key points of identification of counterfeit and counterfeit products through seminars and proactively report infringement clues to relevant authorities.

Topic 2: International Cooperation



John Anderson, Chair of the Global Anti-Counterfeiting Group, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting and delivered a featured speech via video.

John Anderson, Chair of the Global Anti-Counterfeiting Group, expressed his views on the new trends and initiatives in international action against infringement and counterfeiting, as well as the importance of international cooperation. He believes that the rapid development of online activities, such as electronic payment, e-commerce, online sales, and so on, has brought new changes to the market. In this context, goods are increasingly shipped in small packages, making it harder to detect and combat counterfeiting than in containers. However, law enforcement agencies and legislators are lagging relatively behind this new change, so it is incumbent on all parties to make joint efforts to combat counterfeiting and piracy. They should promote cooperation between law enforcement, official agencies, and other organizations at the operational or tactical level through training and capacity building; if necessary, public awareness can be elevated, and consumer safety can be protected at the strategic level by creating new laws and supporting relevant research.



Jin Hai, Director General of General Operation Department, General Administration of Customs of China, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting and delivered a featured speech in Shanghai.

Jin Hai, Director General of General Operation Department, General Administration of Customs of China, pointed out that the Chinese Customs undertakes the important responsibility of cracking down on illegal activities of IPR infringement in the link of entry and exit: The first is to promote the construction of laws and regulations for IPR protection and strengthen the overall planning of IPR customs protection. The second is to strengthen a multi-dimensional defense line at the national gate for intellectual property protection and focus on effectively cracking down on cross-border infringement activities in key links and areas. The third is to enable science and technology to make intellectual property protection more intelligent and actively promote innovation in law enforcement and regulatory means. The fourth is to strengthen intellectual property rights protection for cross-border e-commerce and other new forms of business. The fifth is to improve services and help all kinds of market entities innovatively protect their rights. The sixth is to further promote international cooperation on IPR protection, and a pattern of international cooperation on IPR protection featuring orderly, focused, practical, and mutually beneficial activities has been initially formed.



Yu Xinmiao, Associate Professor of Shanghai International College of Intellectual Property, Tongji University, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting in Shanghai and delivered a featured speech on behalf of Lei Xinghui, Vice President of Tongji University.

Lei Xinghui, Vice President of Tongji University, held that universities should play three major roles as scientific research think tanks, talent training, and international negotiations. The first is the role of scientific research think tanks: Universities have professional scientific research teams and the research ability of in-depth analysis of frontier issues, and can provide research results for international cooperation in fighting against infringement and counterfeiting. Second, the role of talent training: Although universities are not front-line law enforcement departments fighting against infringement and counterfeiting, they play a crucial role in talent training for front-line law enforcement departments. Third, the role of international negotiation: University scholars usually have a cooperative platform for international exchanges and an international perspective, as well as a high research level and clear expression ability. The absorption of university scholars in the formation of international negotiation teams has been proven to be effective in many international negotiation occasions, such as the China-EU Innovation Cooperation Dialogue and the China-US Economic and Trade Agreement Negotiations. In the international cooperation process of fighting against infringement and counterfeiting, university scholars should also be considered as members of the negotiating team.



Robin Smith, VP, General Counsel, China & APAC, The LEGO Group, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting and delivered a featured speech in Shanghai.

Robin Smith, VP, General Counsel, China & APAC, The LEGO Group, stated that LEGO Group had been committed to fighting counterfeits. Over the years, LEGO's intellectual property team has provided dozens of online and offline intellectual property training sessions for relevant staff at Chinese port customs, enhancing mutual understanding of cross-border enforcement issues. As a multinational company that has long been committed to developing in China, LEGO appreciates the efforts made by the Chinese authorities to foster a favorable business environment in the areas related to intellectual property. LEGO firmly believes that protecting intellectual property is also protecting the bright future of children.

Topic 3: Joint Governance (interactive discussion)



Cao Huimin, Deputy Chief Judge of the Second Civil Tribunal of Fujian Higher People's Court, Senior Judge IV, attended the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting and participated in the interactive discussion via video.

Cao Huimin, Deputy Chief Judge of the Second Civil Tribunal of Fujian Higher People's Court, Senior Judge IV, held that justice is an inherent need to optimize the business environment. It plays an irreplaceable role in stabilizing the foundation, stabilizing expectations, boosting confidence, stimulating vitality, promoting development, and benefiting long-term development. In order to improve the construction of a law-based business environment in the new era secured by judicial services; we should further improve the position and pattern of judicial work in terms of judicial concept; in terms of judicial adjudication, we should be fair and efficient in accordance with the law and strive to ensure that the people feel fairness and justice in every judicial case; in terms of judicial services, we should further improve the quality and efficiency of judicial services, strengthen accurate services, convenient services, and high-quality services; in terms of the judicial mechanism, we should focus on pooling wisdom and strength, optimizing judicial services, and improving the guarantee mechanism to better meet the needs of high-quality development; in terms of judicial innovation, we should strengthen innovation-driven development and create new highlights and new brands for the People's Courts to optimize the construction of the business environment.



Li Jie, Vice President and General Manager, China Emerson,
attended the Parallel Session on International Cooperation in Protecting IPR
and Fighting Against Infringement and Counterfeiting and participated in the interactive discussion in Shanghai.

Li Jie, Vice President and General Manager, China Emerson said that the era of "strong protection" of intellectual property rights in China has come: At the legislative level, the statutory compensation limit for intellectual property rights has been continuously increased, and punitive compensation principles have been applied; at the law enforcement and judicial level, cases that used to be difficult, such as more obscure and new types of intellectual property infringement, have now been resolved. In terms of improving IPR environmental protection, many local administrative organs and courts show good professional quality, working efficiency, serious attitude, and the spirit of innovation when dealing with intellectual property rights infringement.



Chen Wei, Vice President of JD.com,
attended the Parallel Session on International Cooperation in Protecting IPR
and Fighting Against Infringement and Counterfeiting and participated in the interactive discussion in Shanghai.

Chen Wei, Vice President of JD.com, said that JD.com always insists that intellectual property protection is the cornerstone of enterprise development. JD.com always adheres to the right path to success, insists on authentic licensed goods, and insists on zero tolerance for fake goods. These are also the basic principles of the company's operation. JD.com has a complete merchant entry audit and independent quality control system for the analysis, identification, and interception of suspected infringement of goods through great data. JD.com has established a set of open intellectual property rights protection platforms to accept related asset complaints from domestic and international brand rights holders. The management mechanism of criminal commodity risk has been established. JD.com will actively practice social responsibility, vigorously promote the social co-governance of intellectual property rights, vigorously safeguard the lawful rights and interests of rights holders, especially the vital interests of the majority of consumers, and make due corporate contributions.



Chen Fang, General Manager of RAYCAN Technology Co., Ltd. (Suzhou), attended the Parallel Session on International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting and participated in the interactive discussion in Shanghai.

Chen Fang, General Manager of RAYCAN Technology Co., Ltd. (Suzhou), pointed out that original innovation faces challenges in the fierce market competition. Small and medium-sized enterprises lack advantages in capital and market, but by making good use of the weapon of intellectual property rights, RAYCAN Technology has gained a foothold in the high-end medical device industry with a large number of giants. In 2022, RAYCAN Technology Co., Ltd. won the first "Global Award" from the World Intellectual Property Organization (WIPO), which fully proves that China has a market environment that encourages innovation and respects intellectual property rights.



Victor Shao, SANOFI China Product Security Head,
attended the Parallel Session on International Cooperation in Protecting IPR
and Fighting Against Infringement and Counterfeiting and participated in the interactive discussion in Shanghai.

Victor Shao, SANOFI China Product Security Head, shared typical cases in the pharmaceutical industry and pointed out the importance of the whole link and process in the co-governance of intellectual property rights. He held that in addition to administrative penalties, intellectual property protection should continue to strengthen the connection with criminal justice. Enterprises should further enhance brand awareness and jointly promote intellectual property protection.



Ding Yu, Vice President of China Association of Enterprises with Foreign Investment and Chair of QBPC,
Vice President and Head of IP AMEA Region, ABB Group,
attended the Parallel Session on International Cooperation in Protecting IPR
and Fighting Against Infringement and Counterfeiting in Shanghai and presided over the interactive discussion session.