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Wanhuida Partner speaks at INTA Session in Beijing

Time: Nov 25 2024

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On November 25, 2024, the “INTA Session - Chinese Brands: Internationalization Strategy, Challenges and Opportunities”, which is jointly hosted by the International Trademark Association (INTA) and Beijing Trademark Association (BJTA), supported by Capital Intellectual Property Services Association, is held at Beijing (ZGC) International Intellectual Property Service Hall.

The event draws in over 100 participants from governmental agencies, IP profession, brands and industry associations. Moderated by Chen Dan, BJTA Secretary General, the forum features welcome remarks of Cai Xin, Vice Director, Beijing Intellectual Property Office and keynote speech of Etienne Sanz de Acedo, INTA CEO.



Cai Xin

Mr. Acedo speaks on “Chinese Brands Internationalization: Challenges and Opportunities”. He offers insights on how Chinese corporations could proactively address the challenges along the path of internationalization. The proposed solutions include prioritizing branding, building a sound overseas intellectual property portfolio, identifying market divergence as well as leveraging brand franchising and licensing to turbocharge the business growth in the global market.

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Etienne Sanz de Acedo

The keynote speech is followed by the debut of the hot-off-the-press *"Know Before You Go"* Report Series. The Report is a set of 14 Country Guides detailing in mandarin the strategic advice of intellectual property protection for Chinese brands to go global. 12 dedicated Chinese volunteer members, 21 supporting law firms outside China, a total of 43 IP professionals contribute to the Report.

He Wei, Partner of Wanhuida Intellectual Property is one of the contributing authors. His contribution focuses on mapping the trademark landscape in four ASEAN countries (Laos, Vietnam, Cambodia and Myanmar) and supporting Chinese companies in overcoming challenges and navigating the complexities of expanding into these ASEAN markets.



He Wei (R3)

In the ensuing panel discussion, Wei shares key findings and practical takeaways on how Chinese corporations going overseas could achieve their intellectual property strategic objectives.



He Wei (R2)

The session is well received by the participants.

