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Wanhuida Partners attend high-level meetings at CTF

Time: Nov 23 2024

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Partners of Wanhuida Intellectual Property attend an array of high-level events at CTF in Xi'an.

In the morning of November 23rd, 2024, Dr. Huang Hui, the firm's Partner and Management Committee member attends the "IPPH Salon - Fueling Branding Initiatives with Data Power". On behalf of the firm, Dr. Huang signs an entrustment agreement with the Intellectual Property Publishing House (IPPH).



Dr. Huang Hui (R3)

In the afternoon, the firm's Founding Partner and Management Committee Chair Bai Gang is invited to the CTA - INTA Bilateral Meeting (Closed Session) in his capacity as an ex- member of INTA's Board of Directors. Fellow Partner Dr. Huang Hui attends the WIPO, CTA Madrid Committee & Business Delegates Networking event (Closed Session) in his capacity as the Director of CTA Madrid Committee.

INTA CEO Etienne Sanz de Acedo unveils the "KnowBefore You Go" report series at the INTA forum, a parallel event held in the same afternoon. Themed "Opportunities, Challenges, and Strategies for Globalizing Chinese Brands", the event brings together over 50 industry experts, government officials, brand owners, and legal scholars from around the world to delve into the intricacies of the global brand journey.

These comprehensive guides are expected to equip Chinese corporations with the knowledge and tools to navigate complex intellectual property landscapes as they expand globally, empowering Chinese brands to go global.

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[Media Center > Events](#)



INTA CEO Etienne Sanz de Acedo



The "KnowBefore You Go" report series

Bai Gang is also present at the forum.