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## Wanhuida jointly organises GCC Localization Day seminar

Time: Oct 28 2025

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On Tuesday, October 28, 2025, the German Chamber of Commerce in China - North China and Wanhuida Intellectual Property jointly host the "GCC Localization Day: Seminar on Key Intellectual Property Issues for German Enterprises in China". The event brings together veteran IP practitioners and key stakeholders to share the latest insights on China's patent and trademark landscape, legislative updates, and strategies for corporate IP protection and risk prevention. The seminar is moderated by Lei Yongjian, Partner, Wanhuida Intellectual Property.



Lei Yongjian

The seminar is kicked off by the welcome remarks of Kathrin Wolfsgruber, Deputy Executive Director, German Chamber of Commerce in China - North China and Li Bin, Partner & Management Committee Secretary, Wanhuida Intellectual Property.



Kathrin Wolfsgruber

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Li Bin

In the ensuing expert sharing session, Dr. Constanze Wang, Head of Government Affairs and Advocacy, AHK Greater China, prepares the floor on the “Intellectual Property Challenges of German Companies amid Localization 3.0”. Dr. Wang delves into the hurdles and challenges German businesses encounter in their localization efforts.

Daniel Jiang, Partner, Wanhuida Intellectual Property, delineates the “Current Status of Patent Applications in China” by parsing the statistics pertaining to China’s patent application, granting, reexamination and invalidation landscape. Daniel also touches on the CNIPA’s latest initiative in leveraging AI tools to assist patent examination and the agency’s effort of detecting and flagging AI-generated patents as abnormal applications.

The firm’s Partner Feng (Janet) Zheng speaks on “Patent Protection Landscape in China”. Janet provides a detailed introduction on China’s administrative and judicial patent enforcement regime and the latest litigation trends and shares the firm’s best practice on patent litigation.

Partner Yang Mingming shares insights on the “Trends in China’s Trademark Examination and Response Strategies for Rights Holders”, focusing on the CNIPA’s evolving examination practice, in particular the increasingly stringent examination criteria, offering brand owners concrete coping strategies.

Partner Du Binbin shares “Updates on China’s Trademark Law, Anti-Unfair Competition Law, and AIGC-Related IP Regulations”, underlining the key legislative revisions and their ramifications on practice from a case law perspective.

The event is concluded with a heated Q&A session. This seminar offers an excellent platform for German companies to understand current IP developments, exchange experiences, and explore practical solutions to strengthen their competitive edge in the Chinese market.

