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Wanhuida Partner attends INTA KBYG report launch ceremony in Beijing

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On June 9, 2026, the International Trademark Association (INTA) hosts the “Know Before You Go” (Issue 3) Report Launch ceremony and the “Expert panel–Global IP and Trade Talks” in Beijing. The event is organized in tandem with Beijing International Trade in Services Affairs Center and Capital Convention & Exhibition Group.

The event kicks off with opening remarks from Zhou Liquan, Vice Director General of Beijing Intellectual Property Office, Gao Yunchao, Head, Division of Liaison of Beijing International Trade in Services Affairs Center, Cai Chenfeng, Director-General of the CCPIT Commercial Legal Service Center, as well as Etienne Sanz de Acedo, INTA CEO.



Zhou Liquan



Gao Yunchao



Cai Chenfeng



Etienne Sanz de Acedo

The “Know Before You Go” (Issue 3) Report Launch ceremony ensues. Building on the momentum of the previous two issues, the hot off press issue focuses on the key hubs of the “Belt and Road” initiative and the destinations popular among Chinese brands going global, covers 9 new jurisdictions (including Kazakhstan, Russia, Benelux, Sweden, UK, Australia, New Zealand, Peru and Hong Kong) and updates chapters concerning Germany, France, Indonesia and Singapore.

The latest edition also expands to cover the spectrum of patents, industrial designs, and copyright, introduces for the first time the regional trademark regime like the exhaustion of trademark rights under the framework of Eurasian Economic Union and the post-Brexit UK trademark regime, includes overseas enforcement cases of Chinese brands, as well as offers an up-to-date guidelines on trademark registration, examination procedure and enforcement routes including Customs border protection, criminal relief, and the like.

He Wei, Partner, Wanhuida Intellectual Property, is invited to attend the report launch ceremony, in his capacity of a kbyg project member.



He Wei (R1)

Drafted in Mandarin, this comprehensive series of guides covering more than 40 jurisdictions is designed to equip Chinese brand owners with the essential knowledge and actionable strategies to protect their intellectual property (IP) abroad and navigate the complexities of international markets. The guides cover the main areas of IP prosecution, enforcement, and strategies of IP protection.

In the “Expert panel–Global IP and Trade Talks” session, in-house counsels from Nestle and Air China share the global IP governance best practice and the concrete measures in facilitating oversea growth and international cooperation of Chinese businesses.

The event is concluded with the “Chinese Brands Going Global Salon” featuring discussion over the building of global IP portfolios and oversea compliance matters.