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Wanhuida Practitioners attend 2026 CIFTIS

Time: Sept 09 2026

@Wanhuida Intellectual Property

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On September 9th - 13th, 2026, the 2026 China International Fair for Trade in Services (CIFTIS) was convened at Shougang Park, Beijing. Themed “Global Services, Shared Prosperity”, the event had more than 1,800 enterprises exhibit on site, including over 470 Fortune 500 companies and industry-leading enterprises.

The five-day fair saw the holding of nearly 100 conferences and forums as well as over 100 promotion events. Under the auspices of the Beijing Municipal Intellectual Property Office (BIPO), Wanhuida Intellectual Property along with other major IP legal service providers, exhibited at the CIFTIS.

The firm's Patent Counsel Ren Linchong and Trademark Counsel Gao Shusu were stationed at the firm's booth to provide on-site response to inquiries ranging from filing strategy, building domestic and overseas patent portfolio, patent enforcement and commercialization, trademark protection as well as overseas enforcement actions.



Ren Linchong

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Gao Shusu

"Going global" is in the spotlight at the 2026 CIFTIS. On September 10th, the Going-Global Service Promotion Roadshow was held. Ms. Gao shared insights on "Trademark 101 for Companies Going Global: Prosecution, Enforcement & Risk Control & Mitigation". She elaborated on the key takeaways in the whole trademark lifecycle, from formulating filing strategy, building overseas trademark portfolio, to monitoring infringement and executing enforcement actions.



Gao Shusu speaking

The roadshow program offered Chinese companies one-stop support to enter foreign markets and expand the global footprint of Chinese services.

The CIFTIS is a comprehensive, large-scale exhibition and trading platform with a global reach dedicated to trade in services. It has emerged as the largest comprehensive fair for global trade in services after years of development.