

## Wanhuida Partner speaks at IP Week event in Shanghai

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Time: Apr 22  
2024

In the week of April 22<sup>nd</sup>, 2024, China kicks off its National Intellectual Property (IP) Publicity Week activities, as 26<sup>th</sup> April 2024 marks the 24<sup>th</sup> World Intellectual Property Day. This year's theme is "*Promoting High-Quality Development by Facilitating Commercialization and Utilization of Intellectual Property Rights*". The week-long activities are led by the China National Intellectual Property Administration (CNIPA), the Publicity Department of the Central Committee of the Communist Party of China (CPC), and the State Administration for Market Regulation (SAMR), in collaboration with 18 other departments and units.

On 26<sup>th</sup> April 2024, as part of the IP week, the Shanghai Caohejing Hi-Tech Park Innovation Center Limited and Shanghai Intellectual Property Service Center jointly organizes the "*Symposium on New Productive Forces and High-quality Growth of Intellectual Property Service Industry*" in Shanghai.

Zhu Zhigang, Partner of Wanhuida Intellectual Property speaks on the pitfalls and challenges Chinese corporations face in the international market and the solutions thereof. He also explores on the possibility of leveraging artificial intelligence and other innovative approaches to promote efficiency and lower cost at law firms so as to better service the clients.



Zhu Zhigang (R3) and fellow panelists



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