

Wanhuida Partner speaks at AHK Greater China event in Beijing

Time: Nov 13
2024

On 13 - 15 November 2024, the Xceleration Days 2024, which is a flagship business event organized by AHK Greater China, is convened at Shijingshan, Beijing.

Titled *"Insights • Network • Xceleration"*, the event aims to promote Sino-German bilateral economic and trade exchanges and cooperation to fuel business growth in China. The event features a wide range of exciting activities, like parallel forums, matchmaking sessions, exhibitions, field trips, business dinners and social events. It attracts thousands of business leaders, executives, and representatives of international organizations.

In the afternoon of November 13, a Closed-Door Exchange is held. Themed *"Business Xceleration: Maximize the Impact of your Intellectual Property in China"*, the exchange provides a forum where experts and participants discuss how intellectual property strategies make companies more competitive in China, especially against the backdrop of increasing competition.

Feng (Janet) ZHENG, Partner of Wanhuida Intellectual Property prepares the floor on the latest trends and developments of China's intellectual property regime and the main challenges faced by foreign corporations. She then shares takeaways on how intellectual property could be utilized as guardrail to protect the right owner's competitive edge and offers practical guidance on the formulation of intellectual property enforcement strategy. The firm's Partner Daniel Jiang is also present.

The exchange has over 20 participants, including CEOs, Chief Representatives, and Business Development Directors from Corporate Germany.



Daniel Jiang (L1) & Feng (Janet) Zheng (L3)

AHK Greater China is part of the German Chambers of Commerce Worldwide Network (AHK), which includes 150 offices in 93 countries and regions. As an official institution of Germany's foreign trade promotion, AHK Greater China has been representing the economic interests of German companies in China for over 25 years. Its primary objective is to promote bilateral trade and investment between Germany and China by advising, supporting, and representing German companies seeking to establish or expand their business in China.