

Day One, Sep. 20th, 2012

0815	Registration & Coffee
0850	Welcome Address by Ben WANG
0900	Keynote: Development of Intellectual Property Industry in China ZHANG Qingkui, Director General, Pharmaceutical and Biotech Examination Department, State Intellectual Property Office of PRC
0945	Strategies for Pharmaceutical Companies after Massive Patents Expiration XU Yang, Patent Director, Jiangsu SIMCERE Pharmaceutical R&D Co., Ltd David SHEN, Regional Legal Counsel, AstraZeneca APAC
1030	Coffee Break
1100	Head-to-Head Dialogue: How to Balance Indigenous Innovation Strategy and IP Protection? SONG Liuping, Vice President and General Legal Counsel, Huawei Elizabeth CHIEN-HALE, Director, Asia Pacific IP Legal Affairs, Eaton Investment Co., Ltd.
1145	Comprehensively Understanding IP Mechanism to Make Profits for the Enterprises MA Yan, IP Director, Policy & Legal Department, State Nuclear Power Technologies Corporation (SNPTC)
1230	Awards Ceremony
1250	Luncheon
1400	TBD Ben WANG, Head of R&D Center, Unilever
1445	Drafting & Prosecuting the Global Patent Application Mikael BERGSTRAND, Partner and European Patent Attorney, AWAPATENT
1530	Structuring IP Collaboration in China Geoffrey LIN, Partner, ROPES & GRAY LLP
1600	Coffee Break
1630	Case Study: What we can learn from the "WANGLAOJI" trademark dispute? NI Yidong, Deputy General Manager, Guangzhou Pharmaceutical Holdings Ltd. (GPHL) Panelist: Ben WANG, Head of R&D Center, Unilever NI Yidong, Deputy General Manager, Guangzhou Pharmaceutical Holdings Ltd. (GPHL) Grace WANG, Senior IP Manager, Suntech-Power XU Yang, Patent Director, Jiangsu SIMCERE Pharmaceutical R&D Co., Ltd
1745	Overcoming the Obstacles Preventing "Made in China" Transforming to "Created in China" ZHANG Fan, General Manager of IP Solution Department, Thompson Reuters
1830	End of Day One

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0830	Registration & Coffee
0850	Welcome Address by ZHANG Fan
0900	From the Judge's Perspective: Judicial Remedy for Intellectual Property in China JIANG Zhipei, PhD., Professor of Law, Chief Justice of IPR Tribunal, PRC Supreme People's Court (Retired)
0915	Panel Discussion: Profiting from Patents – More than Protecting Patents Moderator: Erich SPANGENBERG, Chairman & Founder, IP Navigation Group Panelist: Cyfer ZHANG, IP Director, Microvast Inc. (China) James ZHOU, IP Counsel, Saint-Gobain (China) Investment Steven DAVEY, Senior Licensing Executive, British Telecom
1030	Coffee Break
1100	European Patent Litigation Strategies <ul style="list-style-type: none"> Principles of patent litigation in Europe Challenges & Strategies for Chinese companies doing business in Europe especially in Germany How to successfully attack patents of a competitor Tilman Müller-STOY, Partner, BARDEHLE PAGENBERG, Munich Johannes HESELBERGER, Head of Patent Litigation Group, BARDEHLE PAGENBERG
1145	Panel Discussion: How to establish a whole system to defend patent infringement and deal with IP lawsuit? Moderator: Brad CLOSE, Senior Transactions Consultant, Transpacific IP Panelist: JIANG Zhipei, PhD., Professor of Law, Chief Justice of IPR Tribunal, PRC Supreme People's Court (Retired) Anita LIANG, Head of Project Management Division, Inventec Appliances (Shanghai) Co. Ltd. HE Dufeng, IP Manager, ZTE Corporation
1215	Luncheon
1400	How to Solve Some of the Problems of Disruptive Innovation by Using Proactive IP Strategy? Jeffrey D. LINDSAY, Head of Intellectual Property, Asia Pulp & Paper (Shanghai) China
1445	Coffee Break
1515	From Prevention to Solution – Keeping Process Control of Trade Secrets Protection Stanley GUO, Former Global Director, Legal Department, Huawei Senior Partner, Hankun LLP
1600	Closing Remarks