

CHINA IP SME HELPDESK

Webinar IP Training on 09 September 2021

Event Report

Date & Place: 17:00 – 18:00, September 9th, 2021, Online, China

Subject: Webinar on E-commerce and IP protection in China

Attendees: **China IPR SME Helpdesk**

Mr. Matias Zubimendi (MZ)

Attendees

Mr. Mario Quina, Consul for the Economic and Commercial Affairs, Embassy of Portugal, Director of AICEP Portugal Global

24 attendees

1. Summary of attendees

A total of 24 attendees participated in this IP training webinar, out of these 20 were EU SMEs. All participants registered via the platform set up by the Portuguese Embassy. Participants represented various industries, such as food and beverage, software development and marketing. While the majority had very basic understanding of IP issues, others had a relatively good level of IP knowledge.

2. Event Description

Background

The Embassy of Portugal in China reached out to China IP SME Helpdesk and the EU SME Centre to organise an online training seminar focusing on e-commerce and IP issues relating to selling on e-commerce platforms. As the level of IP knowledge amongst the expected participants was rather low, the Embassy emphasized the need to provide basic information to the companies.

Main points:

- A. Mr. Mario Quina moderated the webinar and delivered opening remarks as well as closing remarks.
- B. MZ delivered a presentation on basic IP protection in China focusing particularly on e-commerce related issues. The following issues were covered:
 - General IP overview and tips for IP registration
 - IP protection on e-commerce platforms – the basics
 - Bad faith IP registrations and selling on e-commerce platforms
 - Trade secret protection
 - Basics of market surveillance, including monitoring of IP platforms
 - Evidence collection

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- IP enforcement, including detailed IP enforcement on e-commerce platforms.

- C. Mr. Robbert Gorris, the expert from EU SME Centre delivered a presentation on the basics of marketing on e-commerce platforms, focusing on the following aspects:
 - Things to know before entering the Chinese e-commerce market
 - Most recommended Chinese e-commerce platforms for European SMEs
 - How European businesses can succeed on China's ecommerce platforms

Q&A

- ❑ The attendees asked about how to necessary steps for attending to a trade fair. Tips and recommendations were given. A second question was asked about how to ask in case of discovering an online counterfeit. An explanation was given about the importance of collecting evidence and how to start a notice & take down procedure.

Compiled by Matias Zubimendi