Overview of the Revised Copyright Law

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ABOUT US
IP Factsheet: Mainland China

1. THE FACTS: Business in Mainland China for EU Companies
   - Size of Market:
     - EU exports to Mainland China EU171.5 billion
     - EU imports from Mainland China EU 78.9 billion
   - Mainland China is the EU's largest trading partner, after the US.
   - Mainland China is China's largest trading partner, after the US.

Key Industry Sectors:
- EU exports to Mainland China are dominated by machinery and equipment, motor vehicles, aircraft, and chemicals.
- Mainland China's key export items to the EU include machinery and equipment, textiles and clothing, furniture and lamps, and food.

Protecting Your Trade Secrets in China
Prevention is the key to protection.

What exactly can be a Trade Secret:
1. Something new
2. Not publicly known
3. Has a commercial value
4. Is kept secret

Trade Secrets:
- Keep it secure, keep it safe
- Don't forget your employees
- Deal with third parties

EU Contact: EU Trade Helpdesk
https://eu.europa.eu/ip-helpdesk
Mr. Matias Zubimendi is the IP Business Advisor at China IP SME Helpdesk, where he advises European SMEs on intellectual property rights matters. Mr. Zubimendi holds a Master’s degree in Chinese Civil and Commercial Law from Peking University as well as a Master’s degree in Intellectual Property Law from Austral University in cooperation with the World Intellectual Property Organisation. Mr. Zubimendi has a strong background in both business development and intellectual property rights protection, having previously worked as a China Business and Legal Consultant at Terragene, where he focused on business development and as a Director of Legal Affairs at Conquer Europe. Previously, he has also worked as a Patent and Trademark Attorney at Phoebus Abogados and Mazzeo & Canet, where he represented SMEs as well as Fortune 500 companies.

Mr. Zubimendi has given lectures at various conferences including the Ibero-American Conference on Chinese Studies and published several articles including *The legal protection of intangibles in the video games industry*. As a Professor Assistant, he has also given lectures on Commercial Law and Procedural law, while focusing on Copyright and AI in his research. Mr. Zubimendi is a native Spanish speaker fluent in English.
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Questions?

HELPLINE
free, fast & confidential
3 days working
question@china-iprhelpdesk.eu

Your feedback is very valuable info for us.
We appreciate if you could share your comments with us.
Copyright is a form of intellectual property that protects a creator’s exclusive right to control who reproduces or alters the product of their original creative effort. Copyright protects the producers of any original work, and is relevant to almost all businesses, not just those in the creative industry. Adequate copyright protection can form an important part of an IPR protection strategy. Your business may regularly create articles, photographs, drawings, designs, models, websites, computer software, etc., which all enjoy copyright protection. Copyright is an automatic right that arises the moment you create an original work. Once an original work is created, in most cases, the creator will automatically enjoy copyright protection in all 178 member countries of the Berne Convention for the Protection of Literary and Artistic Works including all European Union countries and China. Though your original work is automatically protected by copyright the moment it is created, it is advisable to apply for voluntary registration to provide proof of your ownership of the copyright, which can save you time and money in case of a dispute later. Registration is particularly important for copyrights that are particularly important to the livelihood of your business (i.e., website, software, catalogue, customer database, etc.)

To download our guide "Copyright protection in China", click [here](#).