



CHINA

**2019 China-EU Conference on  
IPR Protection Online & Innovation**

**21-22 November 2019**

**Haikou, China**

**Hilton Hotel**

[www.ipkey.eu](http://www.ipkey.eu)



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Directed by the European Commission, IP Key is implemented by the European Union Intellectual Property Office (EUIPO).

IP Key由欧盟委员会指导，欧盟知识产权局（EUIPO）实施。

## 20 November 2019

*Location: TBD*

19:30-21:00      VIP dinner (Experts)

## 21 November 2019

*Location: Hilton, Haikou. 109-9 Binhai Avenue, Haikou, 570105, China*

09:00-12:00      Opening ceremony and remarks

12:00-13:30      Lunch

13:30-16:30      **IPR Protection in Hainan Free Trade Zone with Q&A**

Presentation of the Hainan Free Trade zone and their work on IPR protection.

13:30-16:30      **IP Key China presents lessons from EU experience with Memoranda of Understanding in tackling online sales of counterfeit goods**

The conclusions of the new study will be presented for the first time. It focuses on the online fight against counterfeits and piracy in China since the enactment of the e-commerce law and how the EU experience of Memoranda of Understanding on online counterfeiting could inform the Chinese approach. This will be followed by a roundtable intervention of signatories of the MoU and platforms.

19:00              Appreciation dinner (200 people)

## 22 November 2019

*Location: Hilton, Haikou. 109-9 Binhai Avenue, Haikou, 570105, China*

09:00-12:00      **New legislative tools to combat the online commerce of counterfeits and piracy**

Nearly one year after its implementation, the effects of the e-Commerce Law will be review along with the work of the Internet Courts to combat counterfeits online.

09:00-12:00 **The EU experience with online enforcement compared to experience of EU companies in China**

A panel of businesses will be sharing their experience in strategizing the online protection of their IPR and further offline enforcement based on the intel collected. The presentations will be followed by a roundtable discussion with open Q&A.

12:00-13:30 Lunch

13:30-16:30 **New technical tools to combat counterfeits and piracy online**

The latest innovations are being adapted and used to tackle online counterfeits and piracy within the e-commerce framework.

13:30-16:30 **Combating counterfeits and piracy for the F&B and pharma industries**

The panel will introduce the industry specific viewpoint in online protection and the evolution of measures taken after the entry into force of the e-commerce law.