

Registration

Please register by sending a copy of the completed form to the Chamber

until Monday, October 25th 2004, 17.00h by fax 01-421 38 89

or mail to Swiss-Chinese Chamber of Commerce, Höschgasse 83, 8008 Zurich.

Participation fee for Members CHF 80.- for Non-Members CHF 120.-

Invoices will be issued after registration and have to be paid within due time. Cancellation must be received until registration deadline, otherwise full no-show-charge. Substitutes for registered persons unable to attend are welcome.

Company.....

Participant's name.....

Guest's name(s).....

Full Address.....

Phone..... E-mail.....

Date..... Signature.....

- Member of Swiss-Chinese Chamber of Commerce
- Member of Osec Business Network Switzerland
- Non-Member

Invitation

Seminar on

Intellectual Property Rights

How to protect your investment in China

Wednesday, October 27th 2004

10:00 – 12:30 at Osec Business Network Switzerland
Stampfenbachstrasse 85, 8035 Zurich

Keynote speakers from the People's Republic of China

Ms. XIANG Xin

Secretary General

The National Office of Rectification and Standardization
of Market Economic Order

Ms. WANG Yanhong

Deputy Division Director

Department of Treaty and Law, State Intellectual Property Office

Ms. WANG Wei

Deputy Director of Legal Affairs Division

Trade Mark Office, State Administration for Industry & Commerce

in cooperation with

The Ministry of Commerce, Department of European Affairs, Beijing

The Embassy of the People's Republic of China, Berne

The State Secretariat for Economic Affairs (seco), Berne

The Swiss Federal Institute of Intellectual Property, Berne



Protection of Industrial Property and Copyrights

One of the major concerns of foreign investors in relation to their investments in the People's Republic of China is the difficulty of protecting industrial property and copyrights. The Government of the People's Republic of China is aware of this problem and has made efforts to strengthen intellectual property rights. Accordingly, laws concerning trademarks, copyrights and patents were revised and their implementation is in process.

China is a member of the main international intellectual property conventions, including the World Intellectual Property Organization, the Paris Convention for the Protection of Intellectual Property and the Berne Convention.

Objective of the Seminar

The seminar shall offer a unique opportunity to those members of the business community who have already invested or plan to do business in China to meet with high-ranking Government representatives and experts on China trade and investment law.

It shall be a forum for up-dating knowledge and for discussing legal and business issues in relation to Intellectual Property Rights and their implementation.

Participants shall be enabled to recognize the impact regulatory changes have on their investment and how to structure and protect their investment adequately.

The event is kindly supported by



Programme

- 10:00 Welcome and introductory remarks by
Dr. Marc Ronca
Past President of the Swiss-Chinese Chamber of Commerce
Attorney-at-Law, M.C.L. Schellenberg Wittmer

Mr. SUN Yongfu
Director General
Department of European Affairs, Ministry of Commerce (MOFCOM), P.R.C.
- 10:15 “Counterfeiting & Piracy – a growing global concern”
Mathias J. Schaeli
Head of Legal Services
International Trade Relations, Swiss Federal Institute of Intellectual Property
- 10:30 “Current state of legislation and legal implementation in China”
Ms. XIANG Xin
Secretary General
The National Office of Rectification and Standardization
of Market Economic Order, P.R.C.
- 11:00 coffee-break
- 11:15 “How foreign enterprises can protect their investments in China”
Ms. WANG Yanhong
Deputy Division Director
Department of Treaty and Law, State Intellectual Property Office, P.R.C.

Ms. WANG Wei
Deputy Director of Legal Affairs Division
Trade Mark Office, State Administration for Industry & Commerce, P.R.C.
- 12:15 Questions & Answers
- 12:30 Closing of seminar / Cocktail

all speeches incl. Q & A will be in English