

## ENRICH in China - Webinar

EUROPEAN NETWORK OF RESEARCH AND INNOVATION CENTRES AND HUBS (ENRICH)

### IP Protection in China for innovative European SMEs

ENRICH in China and China IP SME Helpdesk will co-organize a webinar which targets innovative SMEs interested in exporting their solutions to China, and will offer useful tools to develop an IP strategy for the Chinese market. In her presentation, the China IP SME Helpdesk expert, [Catherine Heng Yee HUYNH](#), will develop the following topics:

- Overview of different Intellectual Property Rights (IPR)
- Why it is crucial to register your IPR
- How to enforce IPR in China
- Recent improvements brought by the new Patent Law
- The most important implications of the Cybersecurity law for European companies
- Best practices on how to secure technology transfer
- Cooperation on Research & Development in China

The webinar will be held in English. The IP expert will address any question related to IP protection and enforcement in China, during a Q&A session. Please do not miss this great opportunity to know more about this important issue in the ENRICH in China webinar on April 6th!

### Agenda

#### 10:15 - Opening Remarks

Mr. Johnny Pan, International Consultant, ENRICH in China

#### 10:20 - Overview of the China IP SME Helpdesk

Ms. Alessandra Capriglia, Project Executive, China IP SME Helpdesk

#### 10:25 - Training on IP Protection in China for innovative European SMEs

Ms. Catherine Heng Yee HUYNH, IP & Data protection lawyer,  
China IP SME Helpdesk Expert

#### 11:10 - Q&A

#### 11:30 - End of Webinar



April 6<sup>th</sup>, 2021

10:15 - 11:30 CET

16:15 - 17:30 Beijing time

Doubts? **Contact us** at  
[china@enrichcentres.eu](mailto:china@enrichcentres.eu)

**CLICK HERE  
TO REGISTER**

Participation is **free of charge**.  
Registration is required prior to the event.

This Webinar is organised in collaboration with