



ChinaGo Lounge

INVITATION:

**BIG MARKET, BIG OPPORTUNITIES:
THE ULTIMATE GUIDE TO INTELLECTUAL PROPERTY RIGHTS PROTECTION
AND MONETIZATION IN CHINA**


11:00 AM, April 6th, 2023

Market entry? Technology transfer?
Trademark infringement dispute?
Marketizing your innovation in China?

Learn about how to safely navigate your partnership with Chinese suppliers and buyers, and all the pitfalls you should avoid – all explained in a hands-on fashion.

KEYNOTE SPEAKER:

Jean Wu, Partner at SinoFaith

Bonus: learn about the Chinese investment matchmaking application, 

60+- minute online seminar
attendance is free



VANJSKOTRGOVINSKA KOMORA BOSNE I HERCEGOVINE
СПОЉНОТРГОВИНСКА КОМОРА БОСНЕ И ХЕРЦЕГОВИНЕ
FOREIGN TRADE CHAMBER OF BOSNIA AND HERZEGOVINA



SAJIĆ
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 **CATHAY** 凯泰
GROUP



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Join the event:

Date: April 6th, 2023

Time: 11:00 AM CET

Form:

Online

event

The joining link, the event ID and the password are sent out by email after registration using the link below:

https://zoom.us/webinar/register/WN_C51OZ7q5QOucNDQCqcNs6Q

Myths and reality: a practical overview regarding IP protection and enforcement

Contrary to popular belief, the Chinese legal system now offers one of the most advanced IP protection in the world, and the costs of doing so will almost always be below US or EU levels. With the right preparedness and local knowledge, companies with high value-added products or operation can safely enter the second biggest market of the world.

Who is it for?

For all Bosnian companies and businesses that are thinking about outsourcing in China; or have not planned with China so far for the fear of not having local partners and knowledge of the legal framework.

The speakers throw light on crucial information about IP protection in China and the regional legal framework, explain the possible pitfalls and how to avoid them.

Main speaker

Jean Wu, Partner at SinoFaith

What will attendants receive?

Presentation materials will be shared after the event, while participants will have the opportunity to pop their questions during the live Q&A session.





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ORGANIZERS:

Sinofaith IP Group

Sinofaith, the exclusive Chinese IP Partner of Cathay Group is one of China's first and largest intellectual property protection groups, with offices in the United States and Japan in addition to being active in all major cities in China.

Cathay Group

Cathay Group, present in 92 countries, offers its clients one-stop shop solutions for legal, IP, tax, accounting, business consulting, market entry and marketing communications services. Combining global knowledge and local expertise, the group operates with headquarters in Europe (Budapest) and Asia (Shanghai), with more than 5,000 consultants in 128 cities through its partners.

Law Firm SAJIC

Law firm SAJIC is a top law firm from Banja Luka, the first law firm in Bosnia and Herzegovina founded in the form of a general partnership in 2003 by Stojanka and Aleksandar Sajic. Ranked as a leading law firm by IFLR1000, The Legal 500 and Chambers and Partners.