



CHINA

**IP KEY CHINA
STAKEHOLDERS MEETING
IP Key 中国合作伙伴交流会**

**10 September 2025
2025 年 9 月 10 日**

**Hybrid, Beijing/Zoom
线上/线下, 北京/Zoom**

**Agenda
会议议程**

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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。

10 September 2025 / 2025 年 9 月 10 日

15:00 (09:00 CET)	Welcome / 欢迎 <u>Moderator / 主持人:</u> Gyta BERASNEVIČIŪTĖ-SINGH, Project Lead of IP Key China 白霁珊, IP Key 中国项目负责人
15:00 – 15:05 (09:00 – 09:05 CET)	Opening Remarks / 开场致辞 <u>Speaker / 发言嘉宾:</u> Agata GERBA, Head of Unit for Digital Trade, Intellectual Property and Public Procurement, DG Trade at the European Commission (Online) 欧盟贸易总司数字贸易、知识产权和公共采购部门负责人 开场致辞 (在线)
15:05 – 15:20 (09:05 – 09:20 CET)	Presentation on IP Key China's main achievements in the last years / IP Key 中国项目成果介绍 <u>Speaker / 发言嘉宾:</u> Gyta BERASNEVIČIŪTĖ-SINGH, Project Lead of IP Key China 白霁珊, IP Key 中国项目负责人
15:20 – 16:05 (09:20 – 10:05 CET)	Panel 1: Enhancing the Intellectual Property Ecosystem Through International Collaboration: Recent Reforms, Digitalisation, and Priorities 专题讨论 1：通过国际合作完善知识产权生态系统 <u>Moderator / 主持人:</u> Benoit MISONNE, IP Attaché, Delegation of the European Union to China 米默勤, 欧盟驻华代表团知识产权专员

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	Speakers / 发言嘉宾: - Ji Dengbo, Deputy Director, Department of Regulations and Laws, China National Intellectual Property Administration (CNIPA) 纪登波, 国家知识产权局条法司三级调研员 - Professor LIN Xiuqin, Xiamen University (Online) 林秀芹教授, 厦门大学 (在线) - GAO Min, Chair of IPR Working Group, European Union Chamber of Commerce in China (EUCCC) 高敏, 中国欧盟商会知识产权工作组主席 - Antoine Thissandier, IP Counsellor of French Embassy 法国驻华使馆知识产权参赞
16:05 – 16:50 (10:05 – 10:50 CET)	Panel 2: Navigating the IP Landscape in the Era of Emerging Technologies 专题二：新兴技术时代的知识产权格局 Moderator / 主持人: Dr. Roberto ESCARRÉ, Activity Coordinator of IP Key China 艾罗, IP Key 中国项目活动协调官员 Speakers / 发言嘉宾: - TONG Shu, Presiding Judge of the IPR Division, Supreme People's Court of China (SPC) 佟姝, 最高人民法院知识产权审判庭审判长 - Prof. GUO He, Associate Dean of the Intellectual Property Academy, Renmin University of China 郭禾 教授, 中国人民大学知识产权学院副院长 - Felice MELI, Partner and Head of Anti-Counterfeiting Department & Shanghai Office, FERRANTE Intellectual Property 斐兰德知识产权代理有限公司合伙人、反假冒事务及上海办公室负责人 - Representative from International Federation of the Phonographic Industry (IFPI) 国际唱片业协会代表



16:50-17:00 (10:50-11:00 CET)	Closing Remarks / 结束致辞 <u>Speaker / 发言嘉宾:</u> João Negrão, Executive Director, European Union Intellectual Property Office (EUIPO) 欧盟知识产权局局长
17:00 (11:00 CET)	Cocktail & Networking / 酒会交流



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