

«China Insights» - A series of China-themed events

Protecting Intellectual Property Rights in China: where are we heading?



If you are interested in key social, political and business challenges facing China or facing companies doing business in China, the China Insights series is designed for you.

A series of workshops and events in English or German bringing together lecturers from the FHNW and recognised experts from industry and service sectors designed to deliver focussed and accessible expertise.

Content **Protecting Intellectual Property Rights in China**

Recent developments of IPR protection and enforcement in China Lukas Züst

Myths about IPR issues in China Fiona Gao

IPR challenges of a major Swiss retailer penetrating the Chinese consumer market Andreas Christen

Audience The workshop is designed for all those interested in the future development of China and its international impact.

Speakers



Lukas Züst, Vischer AG, Basel

Practices mainly in the areas of direct investments, transactions (mergers & acquisitions) and trade from Switzerland to China and from China to Switzerland, respectively. He worked for four and a half years for an international law firm in Shanghai.



Fiona Gao, Vischer AG, Basel

Admitted to the New York State Bar and working experience in China, U.S. and Switzerland, incl. in a leading "Red Circle" law firm in Shanghai and in the headquarter of a Swiss Pharmaceutical company.



Andreas Christen, Legal & Compliance Department at Federation of Migros Cooperatives, Zürich

Working mainly in the field of IP-, advertising-, unfair competition- and media/entertainment-law for all companies belonging to the Migros-Group. Before joining FMC, he has worked for a law firm and an advertising agency in Zürich and was a law clerk at the district court of Uster (ZH).

Language

English

Date

26 March 2018, 17:00 – 19:00 plus Networking Apéro

Venue

University of Applied Sciences and Arts Northwestern Switzerland FHNW,
School of Business, Peter Merian-Strasse 86, 4002 Basel

Entrance fee

CHF 80.00

Contact

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