

**INTELLECTUAL PROPERTY AND BUSINESS –
FORUM OF SMALL AND MEDIUM-SIZED ENTERPRISES OF THE VISEGRAD GROUP
COUNTRIES - CHINA**

**HOW TO SUCCESSFULLY DO BUSINESS AND INVEST IN CHINA
WARSAW, 18 OCTOBER, 2012, WARSAW STOCK EXCHANGE, QUOTATION ROOM**

ORGANIZERS

- PATENT OFFICE OF THE REPUBLIC OF POLAND (PPO)
- MINISTRY OF ECONOMY
- MINISTRY OF FOREIGN AFFAIRS
- KPMG POLAND
- NATIONAL CHAMBER OF COMMERCE
- POLISH AGENCY FOR ENTERPRISE DEVELOPMENT
- POLISH CONFEDERATION OF PRIVATE EMPLOYERS LEWIATAN
- POLISH INFORMATION AND FOREIGN INVESTMENT AGENCY
- THINKTANK ANALYSIS CENTRE
- WARSAW STOCK EXCHANGE

PARTNERS

- STATE INTELLECTUAL PROPERTY OFFICE OF THE PRC (SIPO)
- HUNGARIAN INTELLECTUAL PROPERTY OFFICE (HIPO)
- INDUSTRIAL PROPERTY OFFICE OF THE CZECH REPUBLIC (IPO CZ)
- INDUSTRIAL PROPERTY OFFICE OF THE SLOVAK REPUBLIC

HONORARY PATRONAGE

- PRESIDENT OF THE REPUBLIC OF POLAND

OBJECTIVES

- INTRODUCTION (TO THE ENTREPRENEURS AND BUSINESS SUPPORT INSTITUTIONS) OF THE ISSUES CONCERNING OPERATION IN THE CHINESE MARKET IN THE CONTEXT OF INTELLECTUAL PROPERTY RIGHTS, INDUSTRIAL PROPERTY RIGHTS IN PARTICULAR

TARGET AUDIENCE

- ENTERPRISES AND BUSINESS SUPPORT INSTITUTIONS OF THE VISEGRAD GROUP COUNTRIES (V4 – CZECH REPUBLIC, HUNGARY, POLAND, SLOVAKIA) INTERESTED IN INVESTING IN CHINA

VENUE

- QUOTATION ROOM, WARSAW STOCK EXCHANGE

PROGRAMME

9.00 -9.45 OPENING OF THE FORUM

- WELCOME ADDRESS – DR ALICJA ADAMCZAK, PRESIDENT, PPO
OPENING ADDRESSES:
MINISTER OLGIERD DZIEKOŃSKI, CHANCELLERY OF THE PRESIDENT OF THE REPUBLIC OF POLAND
MINISTER BEATA STELMACH, MINISTRY OF FOREIGN AFFAIRS
MINISTER ILONA ANTONISZYN-KLIK, MINISTRY OF ECONOMY
J.E. XU JIAN, AMBASSADOR OF THE PRC IN POLAND
MA WEIYE, DIRECTOR GENERAL, SIPO

9.45-10.45 INTRODUCTORY SESSION: CHINA – A MARKET OF GREAT OPPORTUNITIES. PRACTICAL INFORMATION FOR ENTREPRENEURS (POLITICAL, SOCIAL AND CULTURAL BACKGROUND)

INTRODUCTION – PAWEŁ RABIEJ, THINKTANK ANALYSIS CENTRE

PANEL DISCUSSION:

- MAREK TIAN, PRESIDENT, POLISH-CHINESE ECONOMIC AND CULTURAL EXCHANGE FOUNDATION SINOPOL
- DR ZDZISŁAW GÓRALCZYK, FORMER AMBASSADOR OF POLAND IN CHINA
- BOŻENA LUBLIŃSKA-KASPRZAK, PRESIDENT, POLISH AGENCY FOR ENTERPRISE DEVELOPMENT
- LIDIA ADAMSKA, MEMBER OF THE MANAGEMENT BOARD, WARSAW STOCK EXCHANGE
- VISEGRAD-GROUP COUNTRY REPRESENTATIVE

MODERATOR: DR MAŁGORZATA BONIKOWSKA, THINKTANK ANALYSIS CENTRE

10.45-11.15 COFFEE BREAK

11.15 – 12.45 PANEL I

**CONDUCTING BUSINESS ACTIVITY IN THE CHINESE MARKET – OPPORTUNITIES, CHALLENGES, RISKS
RISK MANAGEMENT IN CONDUCTING BUSINESS ACTIVITY, MAKING INVESTMENTS AND DOING RESEARCH IN
THE CHINESE MARKET**

INTRODUCTION – ANDRZEJ KACZMAREK, KPMG POLAND

PANEL DISCUSSION:

- REPRESENTATIVE OF THE EUROPEAN UNION CHAMBER OF COMMERCE IN CHINA
- REPRESENTATIVE OF THE MINISTRY OF ECONOMY (EXPERIENCES OF THE GO-CHINA PROJECT)
- EXPERIENCES OF THE COMPANIES FROM CZECH REPUBLIC, HUNGARY, POLAND AND SLOVAK REPUBLIC INVESTING IN CHINA

MODERATOR: ANDRZEJ KACZMAREK

12.45-13.15 COFFEE BREAK

13.15 – 14.15 PANEL II

**THE BASIS AND RULES OF INTELLECTUAL PROPERTY PROTECTION IN CHINA. POSSIBILITIES OF EXCLUSIVE
RIGHTS ENFORCEMENT – COURT PROCEEDINGS, ARBITRATION, THE CUSTOMS SERVICE**

INTRODUCTION – PROF. KRZYSZTOF KLINCEWICZ, UNIVERSITY OF WARSAW

PANEL DISCUSSION:

- SIPO REPRESENTATIVE
- BARTKOWIAK & YINGKE LAW OFFICE (POLISH-CHINESE PARTNERSHIP)
- SŁAWOMIR MAJMAN, PRESIDENT, POLISH AGENCY OF INFORMATION AND FOREIGN INVESTMENT
- REPRESENTATIVE OF KPMG CHINA

MODERATOR: PROF. KRZYSZTOF KLINCEWICZ

14.15-14.30 PRESENTATION OF CHINA IPR SME HELPDESK

- CHINA IPR SME HELPDESK – HOW CAN IT HELP?
BEATA SUWAŁA, IP EXPERT, CHINA IPR SME HELPDESK

14.30-14.50 CONFERENCE WRAP-UP AND RECOMMENDATIONS

SHORT ADDRESSES: PRESIDENTS OF THE INTELLECTUAL PROPERTY OFFICES FROM THE VISEGRAD GROUP COUNTRIES (TBC)

CONFERENCE WRAP-UP: DR ALICJA ADAMCZAK, PRESIDENT, PPO

14.30 – 15.30 LUNCH AND NETWORKING