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Wanhuida hosts EU-themed branding symposium in Shanghai

Time: July 21 2025

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On Monday July 21, 2025, the Symposium on "Challenges and Strategies for Trademarks and Brands of Enterprises Expanding into Europe", which is hosted by Wanhuida Intellectual Property, in combination with Shanghai Trademark and Brand Association, Shanghai Business Information Center and the firm's affiliate Beijing Wanhuida (Shanghai) Law Firm, organized by the Beijing Justra Intellectual Property Center, is held at the premises of Wanhuida Shanghai Office.



Bai Gang, Founding Partner and Management Committee Chair of Wanhuida Intellectual Property delivers welcome remarks at the event. Mr. Bai accentuates that under the context of globalization, Chinese businesses looking to expand into the European market need to navigate complicated IP regime and sometimes wrestle with pre-emptive trademark registrations. He advocates for the concerted efforts from the government and the business community to address the challenges.



Bai Gang

Etienne Sanz de Acedo, CEO, International Trademark Association (INTA) shares insights on "Chinese Brands International"

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Etienne Sanz de Acedo

Fan Yun, President, Shanghai Trademark and Brand Association, delves into the “Mandate and Opportunities of Chinese Bu



Fan Yun

Dr. Pierre Xiao Lu, Dean, Institute of International Luxury Brand Strategy, speaks on “International Branding Strategy: Opport



Dr. Pierre Xiao Lu

Business expert Hervé Destribats speaks on the “New Opportunities in Europe for Chinese Entreprises: Licensing and Bran
Related Services”. Mr. Destribats cautions that as the European market is highly regulated, Chinese companies seeking ma



Hervé Destribats

Li Bin, Partner and Management Committee Secretary, Wanhuida Intellectual Property, elaborates on "Building Trademark F



Li Bin

Ma Teng, Legal Director, MINISO CO., LTD. elucidates on "MINISO Oversea IP Practice". He shares the best practice of MIN



Ma Teng

The Symposium is moderated by Dr. Huang Hui, Partner and Management Committee Member, Wanhuida Intellectual Prop



Dr. Huang Hui

Yuan Lijun, Director of Shanghai Business Information Center, Monica Su, Chief Representative Officer, INTA China Repres



Participants