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Wanhuida Partner speaks at INTA "Zhejiang Tour" Symposium

Time: Apr 10 2026

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On April 10, 2026, under the auspices of the China Council for the Promotion of International Trade (CCPIT) Zhejiang Provincial Committee, the INTA "Zhejiang Tour" Symposium, which is jointly organized by the CCPIT Hangzhou Municipal Committee and the International Trademark Association (INTA), is held in Hangzhou. The event gathers industry leaders to explore the evolving landscape of global expansion, building on the momentum of the Hangzhou INTA Pre-Annual Meeting Reception.

The symposium is presided over by Monica Su, INTA's Chief Representative Officer for China, Yan Jia, Vice President, CCPIT Zhejiang Provincial Committee as well as Wang Li, Vice President, CCPIT Hangzhou Municipal Committee.



Monica Su underscores the need for formulating differentiated brand strategies, as Chinese firms navigate complex IP and regulatory environments globally. She reiterates INTA's commitment on helping ensure such international journeys remain steady and compliant.

He Wei, Partner, Wanhuida Intellectual Property attends the event in the capacity of INTA China Task Force expert. Wei delves into the INTA "Know Before You Go" Report Series, offering tactical insights to address:

- Trademark Squatting: Proven tactics to protect your identity.
- E-commerce Disputes: Navigating cross-border friction.
- Risk Management: Practical advice for high-growth markets.

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He Wei

The symposium is concluded with a Q&A session where experts discuss with local brands from Hangzhou, Huzhou, Jiaxing and Shaoxing over building overseas trademark portfolios, resolving IP disputes, making patent assertion and ensuring compliance. By transforming risks into actionable strategies, the event aims to help Chinese brands scale with confidence.