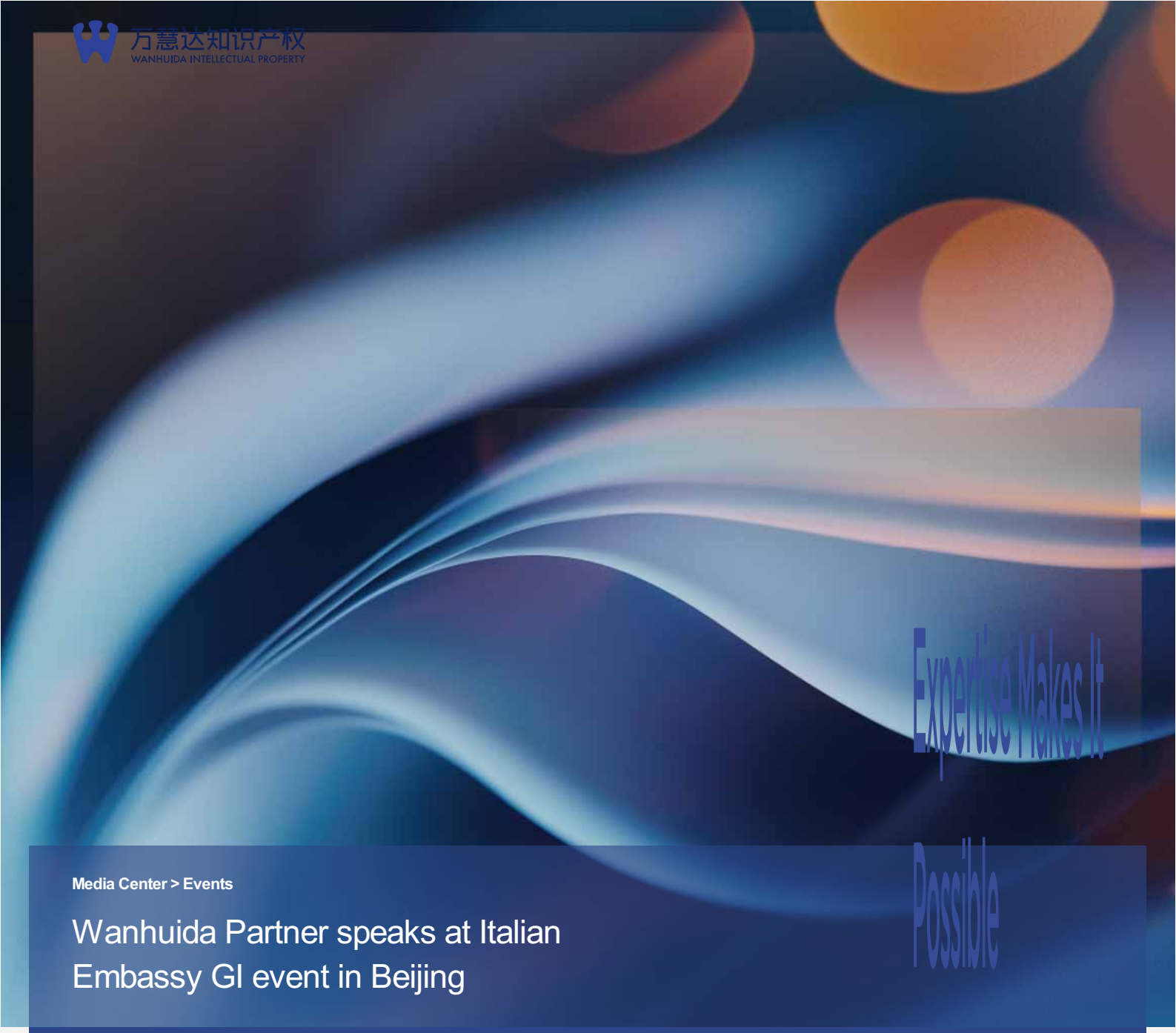


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Wanhuida Partner speaks at Italian Embassy GI event in Beijing

Time： Nov 18 2026

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Expertise Makes It Possible

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On November 18, 2026, as part of the 11th Week of Italian Cuisine in the World, the Seminar "The protection of agri-food geographical indications between Italy and China: a comparison of experiences", organised by the Italian Embassy in Beijing, was held.

The Seminar focused on the protection of the identity of territories and defending consumers from counterfeiting, both in physical markets and on e-commerce platforms. The event brought together institutional representatives, jurists, intellectual property experts, academics, businesses, and industry operators for a high-level discussion on strengthening synergies between two gastronomic cultures with centuries-old traditions.

The Seminar was kicked off by Massimo Ambrosetti, Italian Ambassador to China, highlighting the pivotal role Italy plays in the promotion of geographical indications, with the country proudly leading with 26 recognized designations out of a total of 96 included in the 2020 EU-China Agreement on Geographical Indications.

Jacopo Morrone, President of the Parliamentary Commission of Inquiry into illegal activities related to the waste cycle and environmental and agri-food offenses, outlined the regulatory framework and the challenges of legality. He presented the findings of the "Report on the agri-food heritage: economic fraud, market, and consumer protection", submitted to the Italian Parliament on 30 September, taking stock of the regulatory tools against counterfeiting, "Italian Sounding" phenomena, and the usurpation of designations.

In the ensuing roundtable discussion, panelists continued the discussion over the regulatory frameworks and legal practices of the two countries.

LEI Yongjian, Partner and Management Committee member, Wanhuida Intellectual Property, shares insights on behalf of the China Trademark Association (CTA) on “Protecting Geographical Indications in the Context of Chinese Legal Framework”. Fellow panelists include Davide Follador, Trade Section Counsellor of the Delegation of the European Union to China, Fabio Giacopello, Managing Partner, Allasya Law & IP, among others.



LEI Yongjian speaking

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Group photo of speakers and guests