

Mr. Davide Follador

“The Protection of Intellectual
Property Rights in China:
Geographical Indications,
E-commerce and Anti-
Counterfeiting Strategies and
Approaches”

July 27, 2015
Starting at 5.00 pm

Location: Peking University School of Government,
Center for European Studies



SPEAKERS

Mr. Davide Follador

Long-Term Expert, Intellectual Property: A Key to Sustainable Competitiveness (IP Key - An EU project implemented and co-financed by OHIM in partnership with the EPO)

Currently focusing on cooperation and institutional capacity building activities on IP protection and policy in China. He acted as IP expert for the EU-CHINA & ASEAN IPR SME Helpdesk in several seminars and trainings for EU SMEs. Specializes in cross border EU China IP issues and wrote articles on IP protection strategy in China for major IP magazines. His academic cooperation includes pro-bono research fellowship at EU funded projects and class tutorship.

AGENDA

Introduction
Prof. Paolo Davide Farah

5.00 pm - 5.40 pm

“Protection of Geographical Indications for the Food & Wine Industry: Status of Legislation and Practice, Policy issues.”

Mr. Davide Follador

Questions and Answers

5.40 pm - 6.20 pm

“E-commerce and Anti-counterfeiting Strategies/Approaches”

Mr. Davide Follador

Questions and Answers

6.20 pm - 7.00 pm

“The Chinese IPR Regime - IP Protection Policy and Procedures”

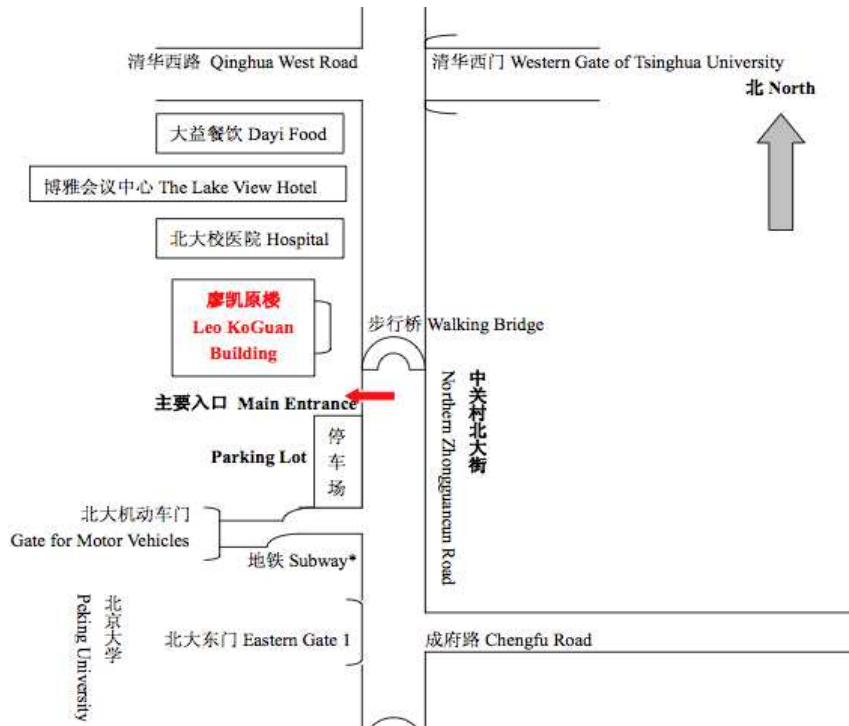
Mr. Davide Follador

Questions and Answers

Introduction and Comments:

Prof. Paolo Davide Farah

West Virginia University (WV, USA), gLAWcal - Global Law Initiatives for Sustainable Development (United Kingdom), University Institute of European Studies, IUSE (Turin, Italy)



The School of Government of the Peking University is located in the **Leo KoGuan Building** 廖凯原楼.

The **address** is Northern Zhongguancun Road 中关村北大街. Take the subway Line 4 to East Gate of Peking University, Exit A or take buses 331, 508 or 562 from Wudaokou.

The lecture will be held in Room 505 at the 5th Floor of the Leo KoGuan Building

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The event is organized by gLAWcal - Global Law Initiatives for Sustainable Development (United Kingdom) in collaboration with the following beneficiaries and partner institutions of the European Union Research Executive Agency IRSES Project “Liberalism in Between Europe And China” (LIBEAC) coordinated by Aix-Marseille University (CEPERC): University Institute of European Studies (IUSE) in Turin, Italy and the University of Piemonte Orientale, Novara (Italy), Peking University, School of Government, Center for European Studies (China), Workpackages 2 and 4.