



SUMMER INSTITUTE ON CLIMATE CHANGE AND ENVIRONMENTAL
PROTECTION (SICCEP)

&

SUMMER INSTITUTE ON INTELLECTUAL PROPERTY RIGHTS AND CHINA
(IP-CHINA)

Guest Speakers Series on Intellectual Property Rights in China

July 26, 2013
Starting at 4:00 pm

Location: Peking School of Government



SPEAKERS

Davide FOLLADOR

China Desk Manager at Franzosi Dal Negro Setti law firm

Sergio BERTASI

Intesa San Paolo Chief Representative in Beijing

Sergio SCANU

Senior Associate at Chiomenti law firm Beijing branch

AGENDA

Introduction

Prof. Paolo Davide Farah

4:00 pm – 5:00 pm - IP related issues in Joint Ventures partnerships and technology transfer in China

Davide Follador

5:00 pm – 6:00 pm - Role of intangibles in Italian companies' investments in China. The Bank's perspective

Sergio Bertasi

6:00 pm – 7:00 pm - China Consumer Market: Legal implications on flagship stores, franchising and E-Commerce model

Sergio Scanu

Questions and Answers

Introduction and Comments:

Dr. Paolo Davide Farah

Senior Lecturer in Law, Edge Hill University, Department of Law & Criminology



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.

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The event is organized by Summer Law Institute – Summer Education Training Program

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