



UNIVERSITÀ
DEGLI STUDI
DI MILANO



ROUND TABLE

IN THE FRAMEWORK OF THE
SUMMER INSTITUTE ON INTELLECTUAL PROPERTY
RIGHTS AND CHINA
(IP-CHINA)

Intellectual Property & Intangibles as Key Business Tools in China for Italian Companies

Giovanni DE SANCTIS

Head IPR Desk, Italian Trade Commission, Beijing
"The IPR Desk activity"

Carlo PANDOLFI

IPR2 Team Leader
"How to make best use of China's National IPR Strategy"

Sergio BERTASI

Intesa San Paolo, Chief Representative Beijing
"Role of intangibles in Italian companies' investments in China. The Bank's perspective"

Davide FOLLADOR

Franzosi dal Negro Pensato Setti, Attorneys at Law, Beijing
"Enforcement of well known brands in China/IP enforcement strategies"

MODERATOR: PAOLO FARAH

University of Turin, Department of Law
University of Milan, Department of Public, Civil Procedure, International and European Law
Summer School Scientific Director

Tuesday July 12, Starting at 4pm
Peking University School of Government

