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PROGRAMME



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5 Apr. 2022 **Solving IP Problems Crossing Multiple International Borders Using Minimal Resources**
By Thomas L. Ewing, Senior IP Strategist at AWA Denmark A/S

12 Apr. 2022 **Overview of the Recent IP-related Legal Developments in China**
By Matias Zubimendi, IP Business Advisor at China IPR SME Helpdesk

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10 May 2022 **Energy Efficiency and Meeting Sustainability Targets in Chinese Supply Chains**
By Johan Annell, Partner at Asia Perspective

17 May 2022 **Digital Transformation: Pathway/Key to Achieve Your Corporate Sustainable Development Goals**
By Jack Hai, Vice President of Carbon and EMS at MioTech

24 May 2022 **Digital Contracting, E-Signatures and E-Invoices**
By Philippe Snel, Managing Director at Da Wo Law Firm Shanghai and Mikkel Hippe Brun, SVP APC at Tradeshift

JUNE

1 June 2022 **The Possibility of Influencing Technical Standardization Settings in China**
By Dr. Tim Rühlig, Research Fellow, Technology and Global Affairs Program at the German Council on Foreign Relations and Associate Research Fellow, Swedish Institute for International Affairs; Marie Shou, Head of Department, and Poulina Terpager, Chief Consultant, both from Dansk Standard

7 June 2022
(TBC) **Danish Alumni in China - What Is It, and How Can It Benefit Your Danish Company?**
By Erik Wernberg-Tougaard, Innovation Officer, Higher Education And Science, Innovation Centre DK in Shanghai

WEBINARS & ONLINE TRAINING

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APRIL



5th April 2022 (9:00-10:00 a.m. DK/3:00-4:00 p.m. CN)
**Solving IP Problems Crossing Multiple International Borders
Using Minimal Resources**

By Thomas L. Ewing, Senior IP Strategist at AWA Patent A/S

From a commercial point of view, it is usually easy to decide how to handle the big IP cases, where a lot is at stake, and likewise for the little cases. But what about the “medium” cases, where the immediate financial risk might be low but where the negative long-term market signal for doing nothing might be high? This seminar attempts to offer a conceptual framework from a commercial perspective for solving such cases. The seminar will be illustrated with a case in point whose solution involved enforcement, or threatened enforcement, in China for the purpose of solving a commercial problem in the USA. Thus, the seminar will anchor its conceptual framework with a series of practical, low-cost, real-world actions.

Thomas is senior IP Strategist at AWA AB in Sweden. He holds several degrees, and he is in the final stages of completing his PhD in industrial management and economics. All his research has been focused on intellectual property.

12th April 2022 (9:00-10:00 a.m. DK/3:00-4:00 p.m. CN)
Overview of the Recent IP-related Legal Developments in China
By Matias Zubimendi, IP Business Advisor at China IPR SME Helpdesk

On October 17th, 2020, the National People’s Congress Standing Committee approved the Patent Law amendment, which entered into force on 1 June 2021. The key provisions of the new law include an increase in statutory damages, patent term restoration and a mechanism for early resolution of patent disputes in the pharmaceutical industry. Furthermore, the new law extends the design patent term from 10 to 15 years.

On November 11th, 2020, the National People’s Congress Standing Committee approved the Copyright Law amendment, which entered into force on 1st of June 2021. The new copyright law expands the works protectable by copyright to adapt to the newest technological developments. It also increases statutory damages, authorises technological protection measures, reinforces the investigative powers of copyright authorities and shifts the burden of proof in infringement cases in favour of the right holder. During this online training, the Helpdesk provides an overview of these recent changes and explains what impact these changes can have for the SMEs. The online training will include a Q&A session at the end of the event allowing attendees to pose questions to the speaker.

MAY



10th May 2022

(9:00-10:00 a.m. DK/3:00-4:00 p.m. CN)

Energy Efficiency and Meeting Sustainability Targets in Chinese Supply Chains

By Johan Annell, Partner at Asia Perspective, a Leading Nordic Management Consultancy with Offices Across East Asia

Johan Annell, Partner at Asia Perspective and based in Beijing, has a background from the automotive industry and M.Sc. in Industrial Engineering and management. Johan will speak on how Nordic companies act now in order to secure that their Asian supply chains are sustainable and contribute to meeting global ambitions.

The climate and energy challenge the world is facing will shape policy and economics for many years, companies need to prepare for handling the risks and transforming their supply chains. Europe is preparing for a carbon border-tax and China is increasingly enacting policies affecting manufacturers who are major users of energy. Governments and financial markets are increasingly demanding transparency deeper into the supply chain and companies need to proactively work with data on the here-and-now and plan for their future supply chains as an integral part of corporate strategy.

17th May 2022

(9:00-10:00 a.m. DK/3:00-4:00 p.m. CN)

Digital Transformation: Pathway/Key to Achieve Your Corporate Sustainable Development Goals

By Jack Hai, Vice President of Carbon and EMS at MioTech

Along with the global trend of green business and to cope with China's 'dual carbon' goal, companies are pledging to achieve net-zero emissions. Yet it is hard to decouple financial performance and emission reduction, as well as implementing sustainable practice to the supply chains.

In the above context, Digital Transformation could be the key solution for companies to reach sustainability, which not only helps companies to systematically manage energy consumption more efficiently, but also ensure that the supply chain carry out their sustainability efforts in a measurable, impactful way.

MAY



24th May 2022

(9:00-10:00 a.m. DK/3:00-4:00 p.m. CN)

Digital Contracting, E-Signatures and E-Invoices

By Philippe Snel, Managing Director at Da Wo Law Firm Shanghai and Mikkel Hippe Brun, SVP APC at Tradeshift

Da Wo Law Firm will present on remote contracting. Travelling to China is expected to remain restricted until the end of 2022, but more likely, well into 2023. Nevertheless, business must go on and contracts are concluded every day with China. This presentation will present practical and legal recommendations on how to best negotiate, conclude, perform, and eventually enforce a contract from afar, by relying solely on digital tools.

Tradeshift will present on E-Invoicing in China. This is gaining momentum with a centralized model where all invoices are registered with the tax-authorities. This move opens opportunities for automation and compliance in accounts payable and finance. Tradeshift has been servicing multinational companies' e-invoicing needs in China for more than 7 years and will share the latest developments on e-invoicing in China.

JUNE



1st June 2022 (9:00-10:00 a.m. DK/3:00-4:00 p.m. CN)
The Possibility of Influencing Technical Standardization Settings in China

By Dr. Tim Rühlig, Research Fellow, Technology and Global Affairs Program at the German Council on Foreign Relations and Associate Research Fellow, Swedish Institute for International Affairs, Marie Shou, Head of Department, and Pouline Terpiger, Chief Consultant, both from Dansk Standard

There is an old saying that "Those who owns the standards, owns the market". It is therefore not surprising that China has made considerable efforts to increase its influence in standard setting in recent years with focus on future technologies as outlined in the CM2025 plan. We now not only have three competing systems (US, Europe and now China), in which Europe seems to lose ground, but with the further complication that Chinas approach to standardization is distinct from European and international practice. This webinar will among others cover China's advances so far, Europe's ambitions in this area and ends with a presentation of a foreign company's ability to be involved in shaping technical standard setting in China. The webinar targets everyone interested in working with standards in China.

The presentation will be undertaken by Tim Rühlig, a research fellow at the German Council on foreign relations and an associate research fellow at the Swedish Institute of International Affairs, who together with the EU China Chamber of Commerce were the authors to "the shape of things to come: The Race to control - Technical Standardisation" as well as a joint presentation by Marie Skou, Head of Department and Pouline Terpiger, Chief Consultant; both at Dansk Standard.

7th June 2022 (TBC) (9:00-10:00 a.m. DK/3:00-4:00 p.m. CN)
Danish Alumni in China - What Is It, and How Can It Benefit Your Danish Company?

By Erik Wernberg-Tougaard, Innovation Officer, Higher Education And Science, Innovation Centre DK in Shanghai

This webinar will be an introduction to the newly established Alumni Network, the activities, and how they can benefit Danish companies.

More information to follow.