

**第十五届上海知识产权国际论坛
暨全球知识产权保护和创新发展大会
“知识产权保护创新发展，塑造国际一流营商环境”
The 15th Shanghai International Intellectual Property
Forum & Global IP Protection and Innovation Development
Conference
“Intellectual Property Protection: Innovation-driven
Development and First-class Business Environment”**

主办单位：国家知识产权局、商务部、上海市人民政府、世界知识产权组织

Co-Organizers:

**National Intellectual Property Administration, PRC
Ministry of Commerce, PRC
Shanghai Municipal People's Government
World Intellectual Property Organization**

承办单位：上海市知识产权局、国家知识产权局国际合作司、商务部外贸发展局、中华商标协会、世界知识产权组织中国办事处

Assisted by:

**Shanghai Intellectual Property Administration
International Cooperation Department of National Intellectual
Property Administration, PRC
Trade Development Bureau of the Ministry of Commerce, PRC
China Trademark Association
World Intellectual Property Organization Office in China**

**主论坛建议议程草案
“创新发展与知识产权保护”
“Innovative Development and IP Protection”**

会议日期：2018年11月6日星期二下午14点00分至17点50分

Time: 14:00 - 17:50, November 6, 2018, Tuesday

会议地点：上海国家会展中心4号馆2楼C2会场

**Venue: C2 hall, 2nd Floor, 4th Venue, National Exhibition and
Convention Center (Shanghai), China**

2018 年 11 月 6 日 (周二) November 6, 2018, Tuesday		
13:00-14:00	签到 Registration	
开幕式 Opening ceremony		
主持人: 上海市人民政府副市长 (待定) Moderator: Vice Mayor of Shanghai Municipal People's Government, (TBC)		
14:00-15:30	开幕致辞 Opening remarks	国家知识产权局局长申长雨 Dr. SHEN Changyu, Commissioner of National Intellectual Property Administration, PRC 商务部部领导 Leader of Ministry of Commerce, PRC 上海市人民政府领导 Leader of Shanghai Municipal People's Government
14:30-14:50	主旨演讲 Keynote speech	世界知识产权组织总干事弗朗西斯·高锐 (Francis Gurry) 先生 Dr. Francis Gurry, Director-General of World Intellectual Property Organization (WIPO)
14:50-15:10	茶歇 Refresh Break	
专题讨论一: 创新发展中的全球知识产权保护 Panel 1: Global IP Protection in Innovation and Development		
主持人: 世界知识产权组织中国办事处陈宏兵主任 Moderator: Mr. CHEN Hongbing, Director of WIPO Office in China (WOC)		
15:10-15:20	演讲 speech	张志成, 国家知识产权局知识产权保护司司长 Mr. Zhang Zhicheng, Director General, IP Protection Department, National Intellectual Property Administration, PRC
15:20-15:30	演讲 speech	WIPO 推荐
15:30-15:40	演讲 speech	宋柳平, 高级副总裁, 华为技术有限公司 Mr. Song Liuping, Senior Vice President, Huawei Technology Co. Ltd
15:40-16:20	专题讨论 (包括上述主持人及发言人) Panel discussion (including above moderator and speakers)	黎淑兰, 上海知识产权法院副院长 Ms. LI Shulan, Deputy Director, Shanghai IP Court
		芮文彪先生, 上海市知识产权局副局长 Mr. RUI Wenbiao, Deputy Director, Shanghai Intellectual Property Administration
		金容善先生, 韩国特许厅产业财产政策局局长 Mr. Kim Yongsun, Director-General, the Bureau of Industrial Property Policy of Korean Intellectual Property Office
		韦恩·索邦先生, 美国知识产权律师协会 AIPLA 前主席 Mr. Wayne Sobon, Former Chairman, American Intellectual Property Lawyer Association (AIPLA)

		国外知识产权机构专家（欧洲专利局） European Patent Office
16:20-16:30	问答 Q&A	
专题讨论二：知识产权的运用与交易		
Panel 2: International Technology Transformation and Transaction		
主持人：雷筱云，国家知识产权局知识产权运用促进司司长 Ms. Lei Xiaoyun, Director General, IP Utilization and Promoting Department, National Intellectual Property Administration, PRC		
16:30-16:40	演讲 speech	谢旭辉先生，汇桔集团董事长兼总裁 Mr. XIE Xuhui, Chairman and CEO of WTOIP Group China
16:40-16:50	演讲 speech	唐荣基先生，安永（中国）企业咨询有限公司，大中华区重点客户主管合伙人，上海市外商投资协会副会长 Mr. Walter Tong, Managing Partner, Key Accounts EY Greater China
16:50-17:00	演讲 speech	WIPO推荐专家 Recommended by WIPO
17:00-17:40	Panel discussion (including above moderator and speakers)	国际许可贸易工作者协会 LES 代表 Representative of LES
		黄亮博士，美国技术转移经理人协会 AUTM 亚洲分会联合主席 Dr. Leung Wong, Co-Chairman, Association of University Technology Managers Asia subcommittee
		邓小军先生，欧盟研究与创新中心（中国）ENRICH CHINA 首席代表 Mr. Richard Deng, Chief Representative of ENRICH CHINA
		安德利·海科博士，柏林史太白大学教授 Dr. Andrej Heinke, Professor of Steinbeis-Hochschule
		朱宁，国家知识产权运营公共服务平台总经理 Mr. Zhu Ning, Director, State Intellectual Property Operating Platform
17:40-17:50	问答	