

General introduction to
IP Working Group
China-Italy Chamber of Commerce



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce

CICC IP WORKING GROUP: COORDINATOR

SERGIO SCANU IS A COUNSEL OF CHIOMENTI STUDIO LEGALE BASED IN HONG KONG AND BEIJING OFFICE. MR. SCANU'S PRACTICE FOCUSES ON CORPORATE LAW, M&A, I.P.R. AND FOREIGN DIRECT INVESTMENTS. PRIOR TO JOINING CHIOMENTI, MR. SCANU WORKED AT BIRINDELLI E ASSOCIATI LAW FIRM IN BEIJING. MR. SCANU GRADUATED IN LAW FROM SASSARI'S UNIVERSITY IN 2006 AND OBTAINED AN LL.M IN CHINESE LAW FROM TSINGHUA UNIVERSITY, IN BEIJING, CHINA IN 2007.

MR. SCANU HAS GAINED EXTENSIVE KNOWLEDGE OF CHINA'S LEGISLATIVE AND REGULATORY FRAMEWORKS AS WELL AS ENFORCEMENT POLICIES FOR PROTECTION OF IPRS AND REGULARLY ADVISES ITALIAN AND CHINESE CLIENTS ON CROSS-BORDER CORPORATE - M&A TRANSACTIONS AND HE IS AN EXPERT IN INTERNATIONAL COMMERCIAL CONTRACTS, INCLUDING IPR LICENSING AND TRANSFER AGREEMENTS.

HE IS A MEMBER OF THE ROME BAR AND HE HAS BEEN APPOINTED AS EXPERT OF THE ITALIAN TRADE AGENCY IPR DESK IN BEIJING FROM 2014 TO 2016 AND HE HAS SERVED IN THE ITALIAN CHAMBER OF COMMERCE IN CHINA AS A DIRECTOR (2015/2016).



CICC IP WORKING GROUP: VICE-COORDINATOR

VALERIA MANUNZA IS AN ITALIAN LAWYER, SHE HAS OBTAINED A MASTER DEGREE CUM LAUDE IN LAW AT THE UNIVERSITY OF MILAN IN 2011 AND WAS ADMITTED TO THE MILAN BAR IN OCTOBER 2014. VALERIA CURRENTLY WORKS AS MANAGER IN THE INTERNATIONAL BUSINESS ADVISORY TEAM AT DEZAN SHIRA & ASSOCIATES ONE OF CHINA'S MOST WELL-KNOWN INDEPENDENT BUSINESS AND TAX CONSULTING PRACTICES, WITH OVER 25 YEARS OF EXPERIENCE AND TWELVE OFFICES ACROSS CHINA.

SHE IS BASED IN DEZAN SHIRA & ASSOCIATES' GUANGZHOU OFFICE. HER SPECIALIZATION LIES ON THE PROTECTION AND ENFORCEMENT OF INTELLECTUAL PROPERTY RIGHTS. SHE HAS STARTED HER WORKING EXPERIENCE IN CHINA AT THE ITALIAN ECONOMIC DEVELOPMENT MINISTRY IPR DESK, WHERE SHE ADVISED ITALIAN COMPANIES ON THEIR RIGHTS AND ON THE PROCEDURES FOR THEIR IMPLEMENTATION.

VALERIA HAS BEEN ASSISTING SOME OF THE MOST IMPORTANT EUROPEAN FASHION BRANDS IN THE PROTECTION OF THEIR IP IN CHINA AND HAS ENGAGED IN DEVELOPING BUSINESS STRATEGY, IP RIGHTS REGISTRATION AND ENFORCEMENT, AND ALSO LITIGATIONS.

IN ADDITION, VALERIA HAS MANAGED SEVERAL SPECIFIC PROGRAMS ON COUNTERFEITING OF CLIENTS PRODUCTS IN THE PHYSICAL AND ON-LINE MARKETS.



CICC IP WORKING GROUP: VICE-COORDINATOR

CLAUDIO BERGONZI IS CURRENTLY VICE-COORDINATOR IN MILAN, ITALY. CLAUDIO BERGONZI IS THE GENERAL DIRECTOR OF INDICAM, THE ITALIAN LEADING INDUSTRY ASSOCIATION FOR THE IPR SUPPORT AND THE ANTICOUNTERFEITING. HE OBTAINED A MASTER'S DEGREE IN LAW AT THE MILAN UNIVERSITY WITH BUSINESS SPECIALIZATION AND SOON HE ENTERED MICROSOFT ITALY, WHERE HE SPENT 10 YEARS, BEGINNING IN THE LICENSING COMPLIANCE AND ANTICOUNTERFEITING DEPT AND AFTER COVERING VARIOUS SALES AND MARKETING ROLES. ONCE LEFT THE US COMPANY HE JOINED A JAPANESE START-UP SPECIALIZED IN DATA PROTECTION, LUNCHING THE EU SUBSIDIARY AS WELL AS COVERING THE ROLE OF GLOBAL CMO. AFTER THREE YEARS, HE CREATED HIS OWN MANAGEMENT CONSULTANCY FIRM AIMING THE CREATION OF A VALUE PROPOSITION FOR THE HEALTHCARE STAKEHOLDERS. HE JOINED INDICAM IN THE 2013. HE'S NOW MEMBER OF THE ITALIAN NATIONAL ANTI-COUNTERFEITING COMMITTEE INSIDE THE MINISTRY OF ECONOMIC DEVELOPMENT AND PERMANENT CONSULTANT FOR THE "ITALIAN PARLIAMENTARY COMMISSION FOR THE PIRACY AND COUNTERFEITING". HE'S VICE-CHAIRMAN OF THE GACG (GLOBAL ANTI-COUNTERFEITING GROUP). HE'S ALSO PART OF THE EUIPO OBSERVATORY FOR IP INFRINGEMENTS AND OF THE AIM ANTI-COUNTERFEITING COMMITTEE.



BACKGROUND AND COUNTRY SCENARIO

- ITALY'S BUSINESS OPERATIONS IN CHINA ARE MAINLY REPRESENTED BY IPR-INTENSIVE INDUSTRIES, WITH DIRECT IMPACT ON NATIONAL EMPLOYMENT AND GDP
- MORE IN GENERAL, FOREIGN INVESTMENTS IN CHINA ARE INCREASINGLY TARGETING HIGH-TECH INDUSTRIES, IN LINE WITH NATIONAL POLICIES AIMING TO STRENGTHEN CHINA'S CAPABILITY TO INNOVATE
- CHINESE COMPANIES ARE ADVANCING IN PROCESS-INNOVATION FOR E-COMMERCE AND IOT RELATED TECHNOLOGIES, BRINGING A WEALTH OF GROWING OPPORTUNITIES FOR LIFE-STYLE PRODUCTS AND BRANDS REACHING OUT AT MID AND AFFLUENT CONSUMERS
- IN SUCH ECONOMIC SCENARIO, ITALY'S MARKET LEADERS HAVE AN INTEREST IN FURTHER PROMOTING SOUND PROTECTION OF IPRS, ESPECIALLY IN THE ONLINE MARKET
- MEANWHILE, ITALY'S INNOVATIVE COMPANIES IN CHINA CAN BENEFIT FROM TRANSPARENT PATENTS AND TRADE SECRETS PROTECTION PRACTICES, ALSO IN THE FRAMEWORK OF JOINT RESEARCH ACTIVITIES AND IP COMMERCIALIZATION.

WORKING TO SUPPORT “SISTEMA ITALIA IN CINA”

- WITH THE CREATION OF A NEW WORKING GROUP ON INTELLECTUAL PROPERTY WITHIN THE CICC (CICC IPWG), MEMBERS WILL BENEFIT FROM A NEW BUSINESS CHANNEL TO GATHER AND DISCUSS IN ORDER TO SHARE KNOWLEDGE AND EXPERIENCE ON IP ISSUES OF RELEVANCE
- SIMILARLY, THERE IS AN OPPORTUNITY TO DEDICATE RESOURCES FOR INCREASING CICC MEMBERS' AWARENESS ABOUT THE VALUE AND ROLE OF IP ASSETS IN ITALY-CHINA TRADE & INVESTMENTS
- WITH A NEW BUSINESS GROUP OF COMMITTED CICC MEMBERS, WHO REGULARLY MEET TO DISCUSS HORIZONTAL IP ISSUES IN CHINA, ITALY'S PRESENCE AND VOICE WILL BE MORE EFFICIENTLY ORGANIZED AND HEARD AT ALL LEVELS

CICC IP WORKING GROUP: SCOPE AND OBJECTIVES

- IMPROVE EXPERIENCE SHARING ON IP ISSUES OF CONCERN, THROUGH CONTRIBUTIONS OF CICC MEMBERS ON A VOLUNTARY AND PRO-BONO BASIS
- FOLLOW DEVELOPMENTS OF IP LAW & PRACTICE IN CHINA AND ELABORATE PROPOSALS THAT ARE MADE ACCESSIBLE TO ITALIAN, EU AND CHINESE INSTITUTIONS
- ENHANCE PARTICIPATION OF ITALIAN IPR HOLDERS IN THE EU-CHINA DIALOGUE ON IP AND RELEVANT DISCUSSIONS
- COOPERATE WITH EXTERNAL GROUPS OF INTEREST AND CREATE SYNERGIES ON ISSUES OF COMMON RELEVANCE
- RAISE CICC MEMBERS' AWARENESS ON THE ROLE OF IP AS MARKET ENABLER, THROUGH PUBLICATIONS AND DISSEMINATION OF KNOWLEDGE

CICC IP WORKING GROUP: **GENERAL RULES**

- IPWG MEMBERS ARE CICC MEMBERS WILLING TO CONTRIBUTE ON: IP LAW & POLICY, ENFORCEMENT & COMMERCIALIZATION, SCIENCE & TECHNOLOGY, TECHNOLOGY TRANSFER, R&D, FROM AN ACADEMIC, INDUSTRY OR CONSULTING POSITION
- THE CICC IPWG WILL HAVE ONE NATIONAL COORDINATOR/CHAIR AND TWO VICE-COORDINATORS
- THE CICC IPWG WILL HOLD ROUND OF CONSULTATIONS AMONGST KEY STAKEHOLDERS ON AN YEARLY BASIS IN ORDER TO DEFINE A LIST OF CORE ACTIVITIES
- IN LINE WITH CICC POLICIES AND RULES, THE CICC IPWG WILL KEEP CLOSE CONTACTS AND COORDINATION WITH THE ITALIAN EMBASSY, THE EU DELEGATION TO CHINA AND WILL BE OPEN TO COOPERATION WITH OTHER IP GROUPS OF THE EU COMMUNITY IN CHINA
- GENERAL CICC ORGANIZATIONAL RULES ON WORKING GROUPS AND CODE OF CONDUCT WILL APPLY

FOR ADDITIONAL INFORMATION

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