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**CHINA IPR**   
**SME HELPDESK**

## Technology Transfer: Dos and Don'ts for SMEs

The China IPR SME Helpdesk and European Chamber of Commerce in China are pleased to invite you to a training workshop for SMEs on 'Essential Intellectual Property Knowledge to protect your Technology in China' which will take place on 25 May 2011.

Protecting your technology and know-how is a major concern for companies operating in China. This training workshop will introduce the risks and a range of strategies to protect your competitive advantage. You will learn about the intellectual property landscape in China and how to register your intellectual property. You will learn how to prevent your trade secrets becoming public knowledge through physical, technical and contractual barriers. Following this event you will be able to confidently plan your technology transfer whilst maintaining competitiveness and market share. This event will be beneficial to those involved in manufacturing, technology and R&D, or anyone who wants to learn cost effective strategies for protecting their intellectual property.

### IPR Clinics

*If you would like to receive confidential one-on-one advice about your China IPR, sign up for a free, 20-minute consultation with our qualified IP lawyer. To ensure you have a chance to meet with the expert, please book your session in advance by indicating your interest when you register. The IPR Clinic is open to European SMEs on a first-come, first-served basis. Any information you provide to the China IPR SME Helpdesk will be treated as confidential.*

### Workshop details

Date and time: 25 May 2011, 3pm-6pm

Venue: Finnegan's Wake, South Zhongshan Road, No. 400 Cinnalane, Nanjing, Jiangsu, China  
芬尼根酒吧, 中山南路升州路(原中北汽车站)熙南里街区6号  
Phone: +8625 52207362

Admission: This training is available to European SMEs and SME intermediaries **only**. The event is free to qualifying companies.

Registration: Please E-mail [rsvp-china@china-iprhelpdesk.eu](mailto:rsvp-china@china-iprhelpdesk.eu) before **23 May 2011** and mention the event title, your name, company name and position. Please indicate if you would like to reserve an IPR Clinic session

### About the China IPR Helpdesk

The China IPR SME Helpdesk provides free information, first-line advice and training to SMEs to protect and enforce their IPR in China. The Helpdesk's services are free to European SMEs and SME intermediaries (including EU embassies) and includes training events in China and Europe; online tools and materials at [www.china-iprhelpdesk.eu](http://www.china-iprhelpdesk.eu) and tailored advice from our expert by phone, Email or through the website.



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## Draft Agenda

3.00pm – 3.30pm	Registration
3.30pm – 3.40pm	Welcome and introduction to Helpdesk services, <i>Ioana Kraft, General Manager, European Union Chamber of Commerce in China, Shanghai</i>
3.40pm – 4.20pm	Essential IP knowledge to protect your technology in China, <i>Christine Yiu, Associate, Bird &amp; Bird, Shanghai</i>
4.20pm – 4.40pm	SME Case study, <i>TBC</i>
4.40pm – 5.10pm	Q&A
5.10pm – 6.00pm	IPR clinic sessions
5.10pm – 6.00pm	Drinks and networking

## Christine Yiu Biography



Christine is an associate in the Intellectual Property Group of Bird & Bird's Shanghai office. She has a broad range of experience in contentious IP matters and has handled many copyright, design, trade mark, patent, unfair competition, and trade secret disputes. She has also advised clients on non-contentious matters such as brand management and technology transfer.

Owing to her science background, Christine's special focus is on patent litigation. Her reported patent cases include *EMGS v Schlumberger (oil exploration)*, *Nokia v ICom (mobile phones)*, *iAnywhere v TeliaSonera (communication system)*, and *Nichia v Seoul Semiconductor (blue LED)*.

Christine has worked with clients from the semiconductor, software, consumer electronics, telecommunication, construction equipment, pharmaceutical, and medical device industry since qualifying.

Christine has a master's degree in Electrical and Information Engineering from the University of Cambridge and a post graduate diploma in intellectual property from the University of Oxford. She qualified as a solicitor in 2005. Christine joined the Shanghai office in 2010, having previously practised in the UK with Bird & Bird and in China with another international law firm. She has been a member of the expert panel of the China IPR SME Helpdesk for the European Union Chamber of Commerce since May 2010.

## Dr. Ioana Kraft Biography

Ioana has served as General Manager of the Shanghai Chapter of the European Union Chamber of Commerce in China (European Chamber) since October 2009. She is responsible for implementation and development of European Chamber objectives, visibility, membership and lobbying activities on a regional level in Shanghai and neighbouring regions. Ioana is also involved in the overall strategic planning of European Chamber Government Affairs activities at national level.



Since 2004 she held different positions within the European Chamber including National Director, Government Affairs, responsible for overall planning and implementation of the Government Affairs strategy and Working Group administration at national level. She is also National Lead for the IPR Working Group of the Chamber and has managed

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two IPR-related EU Projects.

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