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Wanhuida Partner speaks at Champagne Cocktail in Beijing

Time: May 28 2024

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In the afternoon of May 28th, 2024, the Champagne Cocktail, which is hosted by The Comité interprofessionnel du vin de Champagne (CIVC) Beijing Office, is held at Four Seasons Hotel Beijing.

Charles Goemaere, Director-general, CIVC, David Chatillon, President, Union Des Maisons De Champagne (UMC) and Maxime Toubart, President, Syndicat Général des Vignerons de la Champagne (Champagne growers union or SGV) preside over the event.

The gentlemen share with the Chinese importers, dealers and other stakeholders the market status quo of Champagne around the globe and in China.



The three gentlemen

Dr. Huang Hui, Partner and Management Committee member of Wanhuida Intellectual Property is invited to share his insights on the favorable court decision CIVC secured in a trademark infringement appeal in China, in which CIVC cited its GI collective mark to attack the infringers. The firm's Senior Trademark Counsel Huang Mei also attends the event.

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Dr. Huang Hui speaking at the event



Huang Mei (L) & Dr. Huang Hui (R)

CIVC is the joint trade association for the Champagne industry and one of the first-ever regional joint trade associations to be established in France. Since 1941, it has defended the joint interests of Champagne's houses and growers and contributed to the balance and outreach of the whole of the Champagne industry and its designation. The association advocates daily the interests of some 16,200 growers, 130 cooperatives and 370 Champagne houses.

UMC was established in 1882 by 35 Champagne Houses with the aim of protecting the name Champagne from misappropriation by other producers of sparkling wines in France and across the world. The Union membership today comprises 80 Champagne Houses that produce and export 60% of the total volume of Champagne wine. The UMC and the SGV are the two groups that make up the CIVC.