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Wanhuida Founding Partner attends CISCE

Time: Nov 26 2024

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On November 26 - 30, 2024, the 2nd China International Supply Chain Expo (CISCE), which is hosted by China Council for the Promotion of International Trade (CCPIT) and organized by China International Exhibition Center Group Limited, is convened at China International Exhibition Center (Shunyi Venue), Beijing, China.

Themed *"Connecting the World for a Shared Future"*, the Expo features eight thematic events and a plethora of diversified concurrent events.

On November 26, INTA CEO Etienne Sanz de Acedo and CCPIT President Ren Hongbin signed a Memorandum of Understanding, marking the highest-level cooperation agreement INTA has ever entered into in China. This partnership aims to enhance IP awareness and value of IP to businesses and entrepreneurs both in China and globally.



Etienne Sanz de Acedo (L) & Ren Hongbin (R) signed the MOU

Later that day, Mr. Acedo delivered a keynote speech to a full house at the Advanced Manufacturing thematic event, underscoring the significance of intellectual property, as a key aspect and enabler, in raising the resilience and industry competitive edge of global supply chains. He also reiterates INTA's commitment to fostering international cooperation in the IP field and supporting foreign companies as well as Chinese businesses in China & abroad.

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Bai Gang, Founding Partner and Management Committee Chair of Wanhuida Intellectual Property was invited to sit in on the signing ceremony, in his capacity as a past INTA BoD member.