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Events

Doing Business in China – Lunch Seminar with Kilpatrick Townsend and Brann

21 March, 2016

We invite you to join our distinguished panel of intellectual property and corporate experts for this informative and interactive discussion, which will enhance your company's ability to enter the Chinese market and protect your company's intellectual property assets.

Stockholm – Wednesday, April 27, 2016 | 11.30-14.00 | BRANN AB, Drottninggatan 27 | Stockholm

Uppsala – Thursday, April 28, 2016 | 11.30-14.00 | BRANN AB, Kungsängsgatan 29 | Uppsala

11.30 Registration

12.00 Seminar (Lunch will be served during seminar)

Considerations on Entering the China Market

This seminar focuses on strategies and pitfalls relating to establishing yourself in the China Market. We will address why companies would consider the China Market and address common questions about your ability to make money and whether you can get it out of China. We will discuss the benefits/costs of selling into the market from abroad as well as the more committed strategies relating to setting up physical operations and production through Wholly Owned Foreign Enterprises, Joint Ventures and Representative Offices. We will also address challenges to doing business in China, including industry trends, rising wages, transparency, corruption and other business impediments. Depending on your business and industry new regulations may be helpful to your entrée in China and you should be aware of the ever changing landscape facing foreign companies as they enter the largest developing market in the world.

Protecting Your Technology In China

This seminar focuses on protecting your company's brand, inventions, and technology while doing business in China. We will discuss practical, cost-effective steps that prevent the disclosure of trade secrets and other proprietary information to competitors, as well as how to enforce your intellectual property in China, both in the Chinese courts and through administrative courses of action. We also will discuss IP licensing strategies, and new regulations targeting foreign companies licensing activities in China.

Featured speakers

Kenneth S. Chang, Partner, Kilpatrick Townsend, Shanghai

Kenneth Chang is the Office Managing Partner of the Kilpatrick Townsend Shanghai Office and co-lead of the Asia Practice. Mr. Chang focuses his practice on intellectual property litigation and counseling. For 15 years, he has been counseling and representing Chinese and Asian clients in patent and IP litigation as well as negotiating settlements and license agreements on behalf of those companies. Mr. Chang's experience in Asia and his relationships with foreign law firms further the interests of his U.S. and European-based clients with business or litigation interests in Asia.

Gentry Sayad, Partner, Kilpatrick Townsend, Shanghai

As a resident of Shanghai since 2005 and co-lead of the Kilpatrick Townsend Asia Practice, Gentry Sayad advises clients throughout Asia, including China, Hong Kong, India, Vietnam, Japan, Thailand, Indonesia and Malaysia, on an array of business issues encompassing international transactions, Foreign Corrupt Practices Act (FCPA) and compliance matters, intellectual property, dispute resolution, government relations, China in-bound and out-bound investment, employment, antitrust, trade and

regulatory matters and market entry strategies. Mr. Sayad also served as the Director of the State of Missouri Department of Economic Development China Trade and Investment Office and the Department of Agriculture.

Please RSVP by April 20 2016 to joakim.sanglof@brann.se and state which seminar ("Stockholm – April 27" or "Uppsala – April 28") you wish to attend