



# Foreign technology in China – opportunities and risks

Bergen – 15th March



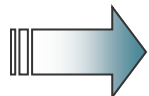
# Intellectual **P**roperty **R**ights

Risks of technology theft or plagiarism.

The PRC has long received a black eye for its lack of infrastructure to support the interests of IP owners. However, that bad reputation is not fully deserved when it comes to ***IP legislation***.

- National Intellectual Property Strategy:
  - (1) Domestic patent applications increased to similar levels as developed countries
  - (2) Enhance the interests of IPR holders
  - (3) Strengthen the protection and reduce infringement
  - (4) Raise public awareness and respect for IPR
- Recently revised three major IP laws (Patent, Trademark and Copyright)

***Why?***



Clear goals for increasing domestic innovation



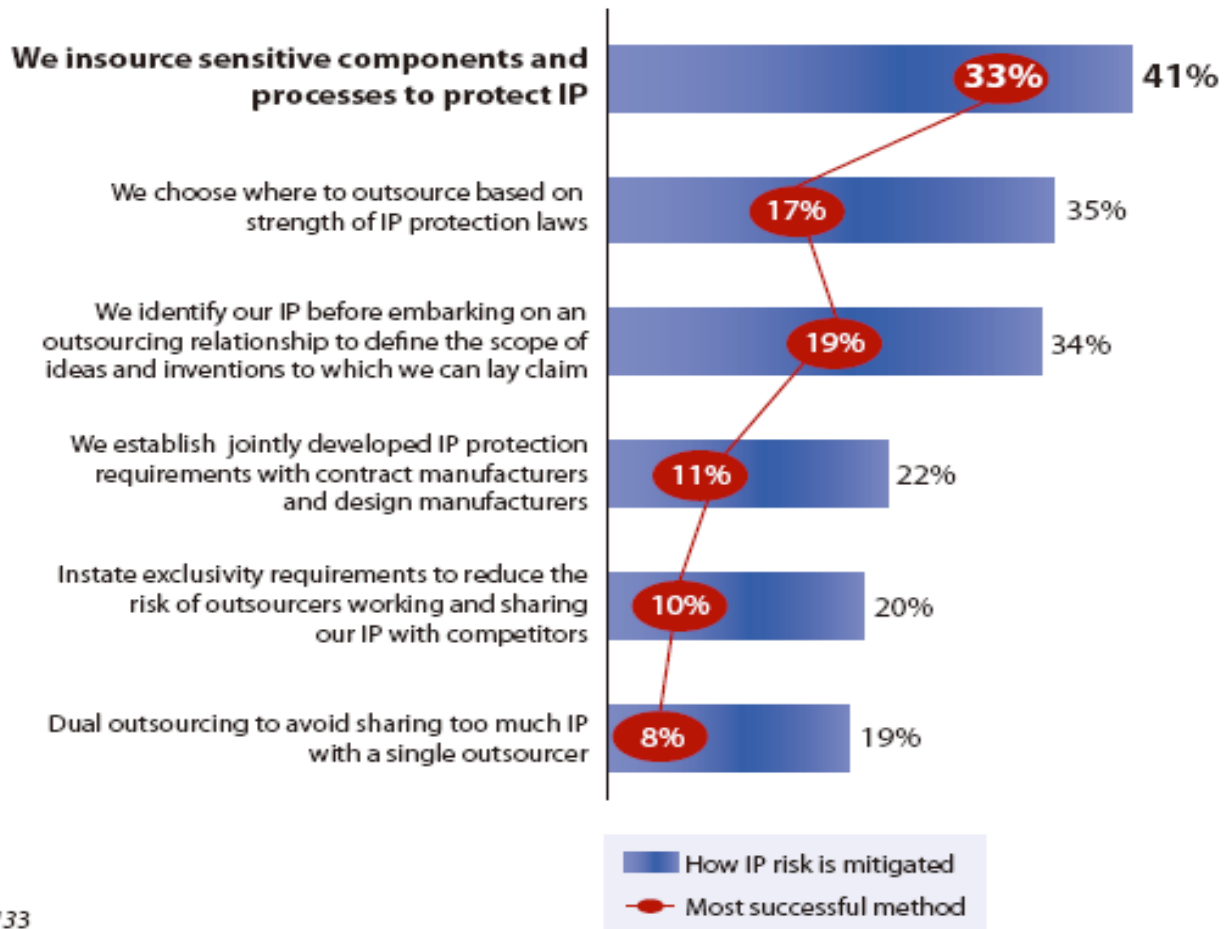
## Enforcement deficits remain an issue

Companies need to plan, have a strategy, and take appropriate measures to maximize IPR protection (legal as well as non-legal) in the current environment:

- (1)** Ensure ownership of rights – trademarks and patents must be registered in China as early as possible.
- (2)** Protection – work with an advisor to develop a sound strategy to target and stop infringers.
- (3)** Implementation – develop good relationships with authorities so that when taking action against infringers they know who you are and are ready to help.
- (4)** Follow up – continued vigilance is key to long term success.

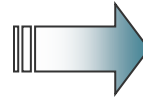
Extra-legal and proactive measures desirable

How do you mitigate IP risk?



## Demanding market

Less predictable framework  
Less transparent economy  
Political risk  
Protectionism



Survey ranks China in *mid-segment* globally with regards to business environment

### ***But...***

- Ranks second in the world with regards to FDIs (USA number 1)
- More than 90 % of surveyed companies are expecting profits in 2010

**Rule of thumb: do all necessary paper work and don't make any short-cuts.  
This will pay off in the long run.**





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