

# 2023 Zhejiang Service Trade Online Exhibition

(National Intellectual Property Service Session) Opening!

EVENT

2023

# ZHEJIANG SERVICE TRADE ONLINE EXHIBITION

(NATIONAL INTELLECTUAL PROPERTY SERVICE SESSION)

RANGE OF EXHIBITING  
BUYERS -

ENTERPRISES THAT NEED  
INTELLECTUAL

- PROPERTY SERVICE AGENCIES,
- TRADEMARK PATENT SERVICE AGENCIES,
- COPYRIGHT PATENT SERVICE AGENCIES
- AND OVERSEAS INTELLECTUAL PROPERTY APPLICATIONS



SCHEDULE

13TH-15TH  
JUNE

ZOOM MEETING TIME

Beijing Time: 13:30-17:30  
India Time: 11:00-15:00

ORGANISER



浙江省商务厅  
Department of Commerce of Zhejiang Province

ZHEJIANG DEPARTMENT OF COMMERCE

UNDERTAKER



SAMEXPO  
exhibition & convention

三博会展

ZHEJIANG SAMEXPO EXHIBITION &  
CONVENTION HOLDINGS CO.,LTD

**Kuala Lumpur, Malaysia Jun 18, 2023 ([IssueWire.com](http://IssueWire.com))** - The 2023 Zhejiang Service Trade Online Exhibition (National Intellectual Property Service Session), hosted by the Zhejiang Department of Commerce and undertaken by Zhejiang Samexpo Exhibition & Convention Holdings Co.,Ltd., opened online on the Zoom platform on June 13th. This project has received strong support from relevant intellectual property institutions such as Malaysia, Singapore, Thailand, and Vietnam.

Recent years, Zhejiang Department of Commerce has been committed to mutual assistance and cooperation among international friendly cities, has built Zhejiang digital trade cloud exhibition platform, helped Zhejiang enterprises go abroad. In 2022, the intellectual property work in Zhejiang Province has blossomed in multiple areas and achieved comprehensive results, with the comprehensive index of intellectual property development steadily ranking first in the country. 40 national intellectual property demonstration enterprises, 193 advantageous enterprises, and 551 provincial intellectual property demonstration enterprises have been added. In March 2022, Zhejiang was approved as a national intellectual property service export base. Focusing on the construction of a national intellectual property service export base, we will focus on implementing the "621" action plan, relying on the advantages of pilot free trade zones, actively explore the establishment of data intellectual property protection rules, promote the formulation of international rules for data intellectual property, and promote the construction of a new pattern of intellectual property service exports that is "based in Zhejiang, facing the whole country, and connecting with the international community".

Looking at the current situation of intellectual property work in ASEAN countries, there are countries with relatively complete intellectual property systems, represented by Singapore, actively improving domestic management, strengthening international cooperation, and seeking to build regional intellectual property centers. Additionally, countries such as Thailand, which are steadily advancing intellectual property work, are vigorously developing relevant systems and management measures. The ASEAN member states' intellectual property cooperation working group is playing an increasingly important role in improving the intellectual property environment and international cooperation in the region. Therefore, hosting this cloud exhibition is conducive to promoting and strengthening the export bases of intellectual property services between ASEAN and Zhejiang countries, promoting exchanges and mutual learning between the intellectual property industry and ASEAN, promoting the intellectual property market of both sides, and stimulating the vitality of Zhejiang's intellectual property industry in the international market.

This cloud exhibition invites ASEAN experts in the field of intellectual property to give a speech on the theme of "The Current Situation of National Intellectual Property Industry in the ASEAN Market and the Prospects of Development Cooperation". Enterprises in the field of intellectual property in Zhejiang are invited to share and exchange ideas on topics such as "China's Intellectual Property Development Trends" and "Intellectual Property Strategy in the Context of Double Circular Environment".

At the same time, in addition to special lectures, this cloud exhibition also arranged one-on-one negotiations. Famous Zhejiang intellectual property enterprises such as Shengda, Huajin Lianzhe, and Huading participated in online negotiations. During the three-day period from today to the 15th, these Zhejiang enterprises will conduct one-on-one precise trade negotiations with ASEAN parties through online live streaming, based on their initial offline pairing, to achieve precise interaction between exhibitors and buyers. It is estimated that the online cloud exhibition trade negotiations will exceed 195

rounds and the intended transaction amount will reach 10 million US dollars.

## **Media Contact**

CREAT

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