

# Draft Agenda Annual General Meeting

Wednesday, April 9 - Public IP Conference

## Cultivating Success: Navigating China's Horticultural Business & IP Landscape

Time	Event
08:30 - 09:00	Event Registration
09:00 - 09:15	Welcome by the President of CIOPORA
09:15 - 10:45	<b>New Developments in IP Law in China</b> <i>Overview of the current situation and latest developments in Chinese IP Law by officials from MARA and NFGA</i>
10:45 - 11:15	<i>Networking Coffee Break</i>
11:15 - 11:45	<b>Doing Business in China</b> <i>Challenges and opportunities for international companies active in China: Breeder and grower's perspectives</i>
12:15 - 14:00	<i>Networking Lunch</i>
14:00 - 15:00	<b>Panel Discussion: Monitoring of IPRs in Sales Channels in China</b> <i>How do main sales channels monitor compliance with IPRs?            How do breeders enforce their rights in this giant market?</i>
15:00 - 15:30	<i>Networking Coffee Break</i>
15:30 - 17:00	<b>A look at the Present and Future in China</b> <i>A look at the current and future market trends, innovation and policy developments in China</i>
17:00	Closing remarks by President

### Networking Reception

