Highlights

More than 150 delegates from leading companies will discuss the latest developments and challenges regarding anti-trust

Opportunities to hear about first-hand experiences in the anti-trust field of business operations and learn from recent case studies

Keep up to date with the latest progress of Chinese anti-monopoly regulations and law enforcement

Interpretation and analysis of the Anti-Unfair Competition Law (Draft Amendment 2016), The Anti-Monopoly Guidelines for Automotive Industry, and how to fight against corruption to set up fair competition in the marketplace

Focus on monopoly issues such as vertical restraints, investigations and price monopoly in particular industries such as automotive, internet, and healthcare, and the chance to listen to respected opinions from various industry experts

Updates on legislation and enforcement trends of IPR-related monopolies and interpretation and analysis of the latest regulations on anti-price monopolies

Share experiences and network with industry peers to promote fair market competition

Presentation Sponsors

Luncheon Sponsor
Background

Since the implementation of the Anti-Monopoly Law in 2008, China’s AML reform has undergone eight years of sizeable change. Subsequently, each relevant department has successively implemented a number of supporting AML procedures and regulations, making encouraging progress.

This year in particular, the government continued to intensify and accelerate the pace of investigations and has investigated a number of key enterprises in different industries. This has also expanded the business scope of antitrust investigations further and shocked many multinational companies.

The 11th China Anti-Trust Law Seminar 2016 will take place to give industry figures insight into the latest AML legislation and enforcement by providing opportunities for communication with related authorities and covering specific case studies. The event will help companies to enhance regulation in their own practices, and avoid potential legal risks in future operations.

Your Eminent Speakers From

- Ministry of Commerce (MOFCOM)
- State Administration for Industry and Commerce (SAIC)
- National Development and Reform Commission (NDRC)
- Anti-Monopoly Committee of the State Council of the PRC.
- EU Competition Commission
- Peking University
- University of International Business & Economics (UIBE)
- Leading Multinational Companies and Law Firms

Who Should Attend

From Corporations:
- CEO/General Manager
- President/Vice President
- Regional Manager/Representative
- General Counsel/Legal Director
- Legal Manager/Counsel/Specialist
- Compliance Director/Officer/Manager
- M&A Director/Manager
- BD and Marketing Director/Manager
- Government Affairs Director/Manager
- Risk Control Director/Manager
- Media and Communication Manager/Specialist

From Law Firms:
- Managing Partners/Partners
- Senior Associates/Associates
- Lawyers/Attorneys
- Legal Consultants
Pre-event: Anti-Unfair Competition Law
Thursday, November 3

13:00 Sign In

13:30 Interpretation and Analysis of the Anti-Unfair Competition Law (Draft Amendment 2016)
- Highlights and new items
- Direction and focus of law enforcement in the near future
- Positive aspects to anti-trust law enforcement
- Q&A

WANG Qiongfei
Legal Director
Alibaba Group

14:30 Fighting Against Corruption to Set Up Fair Competition in the Marketplace
- Anti-corruption and anti-bribery law enforcement situations and trends
- Industries and fields of greatest concern by governments
- Corruption prevention and investigation measures
- Interpretation of misunderstandings and advice for corporations
- Q&A

State Administration for Industry & Commerce (SAIC)

16:00 The Issues and Challenges of Anti-Unfair Competition in the Internet Industry
- Business models and features of the internet industry
- Analysis on unfair competition behavior of the internet industry
- How to establish management to avoid unfair competition risks
- Q&A

HUANG Yong
Vice Chair of the Expert Advisory Board of the State Council Anti-Monopoly Commission
Director of the Competition Law Centre at the University of International Business & Economics (UIBE)

Panel Discussion:
17:00 Analysis of Unfair Competition Issues in Corporate Marketing Activities
- Recent cases studies
- Unfair competition behaviors during marketing activities
- Effective and ethical marketing methods
- Q&A

17:45 End of Pre-conference

15:30 Tea Break and Networking
Day One
Friday, November 4

08:30 Sign In

08:45 Opening Remarks by Chairman

SHENG Jiemin
Expert in the Review and Revision Expert Team of Anti-Monopoly Law of the PRC. Professor of Peking University Law School

Hot Issue Discussion and International Experience Learning
Panel Discussion:
09:00 Explore the Trends and Challenges of China’s Future AML Legislation and Enforcement
• Issues and challenges to be solved in the current AML system
• Outlook of the legislation of state owned and administrative monopolies
• Standards and trends of antimonopoly public enforcement
• Conflicts between the anti-monopoly legal system and industry regulations
• Q&A

Moderator:
HUANG Yong, Vice Chair of the Expert Advisory Board of the State Council Anti-Monopoly Commission, Director of the Competition Law Centre at the University of International Business & Economics (UIBE)

Panelists:
SHENG Jiemin, Expert in the Review and Revision Expert Team of Anti-Monopoly Law of the PRC.

09:45 Learning from EU Antitrust Law Enforcement and Prospects for its Future Development
• New directions and new trends
• Leniency, exemption, and punishment policies and standards
• Case studies

Open for Sponsor

10:30 Tea Break and Networking

Vertical Restraints, Investigations, and Healthcare Special

11:00 Anti-monopoly Issues in the Healthcare Industry in China—What Can We Do
• Why do we need antitrust compliance in healthcare industry?
• What are the major antitrust risks for healthcare companies in China? And what can we do to manage these risks?
• What is the trend of the latest antitrust legislation and law enforcement?
• Q&A

NING Xuanfeng
Partner
King & Wood Mallesons
### 11:45 Vertical Restraints in Distribution under Anti-Trust Law, Especially for Automotive Companies
- Competition policy towards vertical restraints on distribution under anti-trust law
- The main types of vertical restraints in distribution, especially for automotive companies
- Competition effects of the vertical restraints
- Q&A

**John Kajander**  
*General Counsel*  
*Shanghai General Motors*

### 12:30 Luncheon

### 14:00 How to prevent bugsell and disorderly price under the premise of antitrust compliance
- **Bugsell**  
  * The main forms of bugsell and the cases  
  * How to effectively control the bugsell under the AML  
- **Disorderly price**  
  * The main forms of disorderly price and the cases  
  * How to effectively control the disorderly price under the AML  
- Q&A

**DING Liang**  
*Partner/Attorney at Law*  
*DeHeng Law Offices*

### 14:45 How to Manage Patents Properly and Deal with NPE Patent Disputes

**ZHANG Zhongli**  
*IP Director*  
*Hisense Group*

### 15:30 Tea Break and Networking

### 16:00 Cross-Border Antitrust Reporting and Investigation for Acquisition in China
- Different reporting and investigation schemes for acquisition in China  
- Concentration issues of enterprise acquisition  
- Experience sharing  
- Q&A

**Panelists:**  
*Representatives from Leading Companies and Law Offices*

### 17:00 Close of Day One
# Day Two
Saturday, November 5

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<thead>
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<th>Time</th>
<th>Session</th>
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<tr>
<td>08:30</td>
<td>Sign In</td>
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<td><strong>Updates on Chinese Anti-Monopoly Legislation and Enforcement</strong></td>
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<td>09:00</td>
<td><strong>Updates on the Legislation and Enforcement Trends of IPR-related Monopolies</strong></td>
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<td>• Principles and methods of IPR-related AML enforcement</td>
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<td>• Definition of the dominant market position in cases related to the IPR</td>
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<td>• ‘Safe Harbour’ rule and the factors for essential facility identification</td>
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<td>• Unreasonable restrictions and regulations on the abuse of the Patent Pool</td>
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<td>• Enforcement Working Plan and Schedule</td>
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<td>• Q&amp;A</td>
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<td><em>State Administration for Industry &amp; Commerce (SAIC)</em></td>
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<td>09:45</td>
<td><strong>The Procedure of Declaring a Review of the Concentration of Undertakings and Enforcement Dynamics</strong></td>
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<td>• Issues during the declaration of the concentration of undertakings</td>
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<td><em>Ministry of Commerce (MOFCOM)</em></td>
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<td>10:00</td>
<td>Tea Break and Networking</td>
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<td>10:30</td>
<td>Interpretation and Analysis of the Latest Regulations on Anti-Price Monopoly</td>
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<td>• Guidelines for building up a censorship mechanism</td>
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<td>• Direction and trends of anti-price monopolies this year</td>
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<td><em>National Development and Reform Commission (NDRC)</em></td>
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<td>11:00</td>
<td><strong>The Anti-Monopoly Guidelines for the automotive Industry and its Progress and Timeline</strong></td>
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<td>• Key features of the guidelines</td>
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<td>• Making progress and a timeline</td>
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<td>• Issues for international companies operating in China</td>
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<td>12:30</td>
<td>Luncheon and Networking</td>
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<td>12:00</td>
<td><strong>IPR, Compliance and Price Monopoly</strong></td>
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<td>14:00</td>
<td><strong>How to Avoid Price Monopoly Risks in Business Operations</strong></td>
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<td>• How to avoid collusion with competitors</td>
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<td>• Risks and types of vertical price monopoly</td>
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<td><em>QIU Peilong</em></td>
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<td><em>Vice President</em></td>
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<td><em>Hanergy Holding Group</em></td>
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14:45 How Can Companies Protect and Regulate the Use of Patents
• Understanding regulations related to IPR related monopolies
• How to protect an enterprise’s own intellectual property from infringement
• How to establish an effective IP compliance system
• Q&A
Ding Jianxin
Head of the IP Rights Department
Huawei

15:30 Tea Break and Networking

16:00 Issues of compliance for Dealers
• How to establish the risk management system: identification, assessment, response
• How to effectively implement the dealer compliance
• Q&A
ZHANG Baisha
Partner
Zhong Lun Law Firm

17:00 End of the Summit
SPONSORSHIP OPPORTUNITIES

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Taking a sponsorship option at 11th China Anti-Trust Law Seminar 2016 gives you a portfolio of opportunities to reinforce the strength of your brand while enhancing awareness about your company and products in front of a precisely targeted audience of decision makers at the event site, as well as thousands of top executives through our powerful marketing coverage and sales reach.

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Tel: +86 21 5580 0330 ext 8033
Fax: +86 21 5580 0309
E-mail: mia.shen@duxes.cn