

Weihai Conference 2025: KENFOX's Analysis of IP Challenges and Opportunities for Chinese Enterprises in Southeast Asia

On April 18, 2025, the third Weihai City Intellectual Property (IP) Protection Sharing Conference was successfully convened at the High-Tech Zone, bringing together over 200 delegates from government agencies, research institutions, industry associations, and enterprises. Under the theme of “Intellectual Property Protection – Enterprises Going Global”, the conference particularly underscored the significance of international cooperation and [cross-border legal capability](#). Among the event highlights was the in-depth presentation by Mr. Nguyen Vu Quan, representative of **KENFOX IP & Law Office** (Vietnam), which made a significant impact.

Risks of Intellectual Property Disputes and a Comprehensive Strategy for the Southeast Asian Market

As one of the key highlights of the conference, the presentation by **Mr. Nguyen Vu Quan**, representative of **KENFOX IP & Law Office**, provided a comprehensive and practical perspective on [intellectual property \(IP\) risks](#) in the context of economic and trade cooperation between China and Southeast Asia. Mr. Quan emphasized that while Southeast Asia is emerging as a hub of innovation and strategic commerce, it is also accompanied by significant legal challenges, particularly in the field of intellectual property.

Through his presentation, **Mr. Nguyen Vu Quan** assisted Chinese enterprises in gaining a clearer understanding of the differences among the intellectual property legal systems of countries such as **Vietnam**, **Thailand**, and **Cambodia**. He also offered specific recommendations for formulating appropriate protection strategies and effectively responding to potential disputes. These insights were highly appreciated by both business representatives and IP professionals for their practical relevance and strong applicability in the context of outbound investment and international business operations.

Promoting International Cooperation – Shaping a Global Intellectual Property Strategy

The conference also brought together prominent organizations such as **WIPO**, the **China Intellectual Property Development Center**, and **Hengda IP Law Firm**, serving as a forum for the exchange of information on global trends, including **IP law reform in China**, the **Patent Prosecution Highway (PPH) mechanism**, and the role of the **Patent Cooperation Treaty (PCT)** in expanding the scope of international protection. **KENFOX** contributed by clarifying how enterprises can use multilateral legal frameworks to strategically position their intellectual property assets on a global scale.

Policy Orientation – Supporting Enterprises Through Practical Experience

Mr. Zhang Hongbin, Director of the **China Intellectual Property Development Center**, together with other speakers, emphasized the importance of thoroughly understanding intellectual property policies as a foundation for developing robust internal strategies. In this context, **KENFOX** serves as a strategic bridge, assisting Chinese enterprises in localizing their intellectual property approaches within **Southeast Asia**—a region that is increasingly attracting foreign investment and international trade.

Building an IP Ecosystem – Enhancing Global Competitive Strength

According to **Mr. Zhang Chuan**, Director of the **Weihai Intellectual Property Development Center**, the objective of organizing this conference was not only to raise awareness, but also to promote the development of an internationally-oriented intellectual property protection ecosystem. The contributions of **Mr. Nguyen Vu Quan** and **KENFOX** at the event reaffirmed the vital role of regional experts in supporting enterprises throughout their journey of integration, market expansion, and enhancement of global competitiveness.

Final thoughts

The prominent presence and significant contributions of [KENFOX IP & Law Office](#) and **Mr. Nguyen Vu Quan** at the **2025 Weihai Intellectual Property Protection Conference** not only demonstrated the extensive professional capabilities of one of Southeast Asia's leading advisory firms, but also contributed to fostering effective cooperation between Chinese enterprises and the region. In the context of deepening globalization, the role of advisory firms such as **KENFOX** is essential in enabling businesses to confidently navigate international markets and effectively safeguard their creative assets on a global scale.

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