

In Vino Veritas

WINE COUNTERFEITING IN  
CHINA; FACT & FICTION  
A CALL TO ARMS FOR OLD  
WORLD WINERIES

AN ARTICLE SERIES BROUGHT TO YOU BY THE  
CHINA IPR SME HELPDESK

[WWW.YOURIPINSIDER.EU/CATEGORY/WINE](http://WWW.YOURIPINSIDER.EU/CATEGORY/WINE)  
[WWW.CHINA-IPRHELPDESK.EU](http://WWW.CHINA-IPRHELPDESK.EU)

2ND NOVEMBER – 13TH DECEMBER 2015

IN THE COMING WEEKS, THE CHINA IPR SME HELPDESK PROJECT IS PLEASED TO PRESENT A SERIES OF ARTICLES AND MATERIALS AIMED AT ASSISTING THE EUROPEAN WINE INDUSTRY IN THE PROTECTION OF THE INTELLECTUAL PROPERTY RIGHTS OF BOTH PRODUCERS & DISTRIBUTORS OF WINE.

THIS SERIES SEEKS NOT ONLY TO EDUCATE THOSE IN THE WINE INDUSTRY ON HOW TO BEST PROTECT THEIR RIGHTS, BUT ALSO TO ENCOURAGE THOSE SUFFERING AT THE HANDS OF INFRINGERS TO WORK TOGETHER TO FIGHT WINE COUNTERFEITING AND ENSURE THE SECURITY OF FUTURE EUROPEAN WINE EXPORTS.

OVER THE PAGE YOU WILL FIND A COMPLETE SCHEDULE FOR THE MATERIALS WE WILL BE RELEASING IN THE COMING WEEKS. IF YOU HAVE ANY QUERIES OR WOULD LIKE ANY FURTHER INFORMATION ON ANY SPECIFIC POINT HOWEVER, PLEASE DON'T HESITATE TO GET IN TOUCH WITH OUR EXPERTS FOR FREE, TAILORED ADVICE.

CHINA IPR   
SME HELPDESK

*The **China IPR SME Helpdesk** is a European Union co-funded project that provides free, practical business advice relating to China IPR to European SMEs. To learn about any aspect of intellectual property rights in China, including Hong Kong, Taiwan and Macao, visit our online portal at [www.china-iprhelpdesk.eu](http://www.china-iprhelpdesk.eu). For free expert advice on China IPR for your business, e-mail your questions to: [question@china-iprhelpdesk.eu](mailto:question@china-iprhelpdesk.eu). You will receive a reply from one of the Helpdesk experts within three working days. The China IPR SME Helpdesk is jointly implemented by DEVELOPMENT Solutions, the European Union Chamber of Commerce in China and European Business Network (EBN).*

# SERIES SCHEDULE

## WEEK 1

2ND – 8TH NOVEMBER

THIRST OF THE DRAGON: AN INTRODUCTION TO THE GROWTH OF POPULARITY  
& COUNTERFEITING OF WINE IN THE MIDDLE KINGDOM

HELPDESK ARTICLE BY ALEXANDER BAYNTUN-LEES

INFOGRAPHIC: THIRST OF THE DRAGON: FACTS AND FIGURES ON WINE AND  
COUNTERFEITING IN CHINA

## WEEK 2

9TH – 15TH NOVEMBER

BODEGA BRANDING: THE HOW, WHAT, WHEN, AND WHY OF WINE IPR  
PROTECTION

HELPDESK ARTICLE BY ALEXANDER BAYNTUN-LEES

INFOGRAPHIC: WINE IPR STRATEGY CHECKLIST  
CONTACTS: THE WHO & THE WHERE FOR CHINA WINE IPR REGISTRATIONS

## WEEK 3

16TH – 22ND NOVEMBER

TERROIR IPR: GEOGRAPHICAL INDICATIONS AND IP PROTECTION FOR YOUR  
APPELLATION OF ORIGIN

HELPDESK ARTICLE BY ALEXANDER BAYNTUN-LEES

INFOGRAPHIC: HOW YOUR REGULATORY BODY CAN HELP PROTECT YOUR  
WINES AGAINST COUNTERFEITS

## WEEK 4

23RD – 29TH NOVEMBER

QUALITY CONTROL: SPOTTING FAKES & ALERTING ENFORCEMENT  
AUTHORITIES TO WINE COUNTERFEITING

GUEST ARTICLE BY NICK BARTMAN, IP INVESTIGATIONS AND ENFORCEMENT SPECIALIST

CONTACTS: THE WHO & THE WHERE FOR CHINA WINE IPR ENFORCEMENT

## WEEK 5

30TH NOVEMBER – 6TH DECEMBER

THE NEXT VINTAGE: THE FUTURE OF WINE ANTI-COUNTERFEITING; ADVICE  
FROM OUR EXPERTS

HELPDESK ARTICLE, OPINIONS COLLECTED FROM OUR NETWORK OF INDUSTRY SPECIALISTS

WEBINAR WITH IP ATTORNEY ALESSANDRA CHIES  
CUSTOMS REGISTRATION OF TRADE MARKS IN CHINA

## WEEK 6

7TH – 13TH DECEMBER

WEBINAR WITH IP ATTORNEY DR PAOLO BECONCINI  
IPR PROTECTION FOR WINE PRODUCERS & DISTRIBUTORS

RELEASE OF WINE IPR INFO PACK

IPR HELPDESK PODCAST WITH ALEXANDER BAYNTUN-LEES & SAMUEL SABASTEANSKI  
FROM VINE TO GLASS: CHINESE WINE IPR IN REVIEW