

EU-China Business Summit: Equal treatment in Intellectual Property protection is an imperative

Speaking at the EU-China Business Summit 2013, Alessandro Barberis, President of EUROCHAMBRES, called for a better framework to promote innovation and investment in China.

The current “low level” of EU investment in China is a barrier in the context of the upcoming investment talks. However, according to President Barberis, *“if we want to convince our companies to invest more, we need re-assurance that the legal framework will be strengthened.”* For example, *“both chinese and foreign companies should benefit from the same level of Intellectual Protection”*.

EUROCHAMBRES’ President stressed the role of authorities on the creation of *“stable and transparent framework, which protects innovation, and stimulates entrepreneurs to take risks”*.

During the session on “Creating an innovation driven economy”, President Barberis highlighted the role of SMEs since they are key drivers for job creation and growth. *“A stimulating innovation policy can give a boost to economic growth in China, but can also address the environmental challenges, and improve the quality of life for more than 1 billion people”*, he added.

The EU-China Business Summit is organised on 21 November in Beijing by the China Council for the Promotion of International Trade (CCPIT) and the European Chamber in China, with the participation of political and business leaders from both sides.

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