

# CPA GLOBAL fueling innovation in China

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Integrated IP Management empowers Chinese Partners to move to the forefront of global innovation

CPA Global (<https://www.cpaglobal.com/>), the world's leading IP management and technology company, introduced its Asia Pacific General Manager, Marcos Antunes, and China General Manager, Yifeng Song, to media at a press event in Beijing today. The executives shared CPA Global's integrated intellectual property (IP) management capabilities and business mission, as well as insights on IP industry trends in China and globally.

Antunes, Asia Pacific General Manager, comments: "IP has become the competitive currency in today's global economy, and there is increasing pressure to protect complex portfolios throughout the world. China is starting to occupy an increasingly prominent role in the global innovation system. CPA Global helps leading Chinese companies and organisations build and protect their global IP assets, providing an integrated platform that empowers our customers to meet these challenges and maximise the value of their IP."

Chinese innovators and innovation oriented policies and growth strategies "Made in China 2025" and "Internet Plus" are driving breakthroughs in core technologies. However, despite patent filings in China growing more than 20 percent per year, only five percent of patents are filed globally, limiting IP protection and portfolio expansion. As Chinese companies continue to expand their business abroad, IP is increasingly used as a strategic tool for business innovation and transformation. While China has some notable global IP success stories already, there is still significant untapped potential for China's industries to effectively leverage IP value at a global level.

Yifeng Song, General Manager (China), adds: "CPA Global is the leader in IP management and is a strategic partner for Chinese organisations. We are building the platform that connects people to systems and processes, people to information and people to people in a unique and powerful way. Through this platform, our customers will be able to get the right information at the right time, help them drive better decision making and more efficient execution," says Song. "CPA Global has been helping many leading Chinese companies to register their patents, domestically and globally. We have already processed more than half of outbound Chinese patents, and we are working with more Chinese companies, empowering innovation and development globally. Our integrated IP management enables Chinese companies to optimise their IP portfolios and leverage IP as a strategic tool on their business decisions."

With more than 45 years of IP management experience, CPA Global is providing China's leading companies with insight and global expertise, helping them to navigate in today's complex and demanding IP landscape.

Mr. Zhang Yongming, Partner, Kangxin Partners, P.C, who also attended the briefing says: "CPA Global's IP solutions have helped us to be more effective and efficient in serving our clients in China. As a company working closely with law firms throughout its 45-year history, CPA Global truly understands how to work with our company and how to add value to our clients. CPA Global has become a key partner for us in China as we look to protect and grow our clients' precious IP assets globally."

CPA Global is leading the charge and bringing innovations to the IP industry through its global network of unprecedented scale, scope, breadth and depth. Introducing best in class IP management services to valued customers to help them maximize their IP assets on a global scale.

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About CPA Global

CPA Global is the world's leading IP management and technology company. We believe that ideas change the world. Trusted by many of the world's most respected corporations and law firms, CPA Global empowers a global IP community to achieve excellence in IP management and realise the potential of ideas. CPA Global does this by supporting the day-to-day delivery of IP tasks globally and providing the right information at the right time, enabling professionals to make better IP decisions for the future. CPA Global's integrated suite of IP software, services and information is underpinned by an outstanding global team of over 2,000 IP professionals, working together to help customers deliver strategic value.

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