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The EU IPR Helpdesk is a EU founded project that specifically supports European SMESs in China managing their intellectual property (IP) when doing business in China. It aims to provide SMEs with the tools to understand and prioritize their IP assets before they come to China and inform them what to do when they encounter IP infringement.	CHINA IPR SME HELPDESK	
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NCTM is a major law firm with offices in Shanghai, Milan, Rome, Verona, London and Brussels. It has a large China Desk including professionals with extensive experience in the laws of China and Hong Kong. NCTM advises a number of major European clients on legal issues relating to their China operations, as well as advising some of the main Chinese investors in Italy on Italian legal issues.

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