

NOBLE HOUSE



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CHINA'S CHONGQING MUNICIPAL GOVERNMENT, SUPPORTED BY CHINESE CENTRAL GOVERNMENT AND BACKED BY NOBLE HOUSE, ANNOUNCES IPR PROTECTION GUARANTEES FOR INTERNATIONAL COMPANIES

Sunday 26th April 2009 is World IP Day. In China, the Chongqing Municipal Government backed by Noble House, a UK company, is taking the opportunity to announce that it will robustly protect international IPR rights throughout China for those companies which decide to locate in the city.

The plans for World IP Day are a result of the **Chinese Central Government's strategy to make Chongqing the most important inland 'Open City.'** Chongqing is striving to become an IPR protection model city, **largely due to the Chinese Central Government's admiration for Bo Xilai, the Party Secretary of Chongqing,** who is a Member of the Political Bureau of the CPC Central Committee, a former Minister of Commerce and former Secretary of the Leading Party Members' Group in the Ministry of Commerce. Bo Xilai demonstrated his commitment to IPR issues during his tenure with MOFCOM.

This initiative follows the **26th March 2009 formal enactment by the Chongqing Municipal Government titled, "Suggestions for the creation of a model city for IPR Protection."**

The main targets of this enactment are to:

- * Develop an innovative IPR Protection System within 5 years;**
- * Build a globally recognized, investor friendly IPR environment;**
- * Deliver Chongqing as a creative, efficient, high level model city for IPR protection.**

In addition, an **IPR conference will be held annually in Chongqing from October** emphasising the importance that China is attaching to providing protection for international companies that wish to trade with it.

Noble House will be sponsoring a seminar in Chongqing during the Lord Mayor of London's visit on 5 June 2009, entitled "Financing Low Carbon Development in Chongqing", at which a number of globally important issues will be discussed, such as: finance for industrial energy efficiency projects; finance for scaling up low carbon technologies; insurance solutions for scaling up low carbon technologies and finance for direct investment in renewable energy sources.

Noble House, in cooperation with the Chongqing Municipal Government, intends to take advantage of the new IPR regime in Chongqing and make a **major announcement** at this event. Those with an interest in low carbon investment and finance, low carbon innovation, manufacture of low carbon goods and low carbon development in general will find the event of high value and should attend."

Speaking at the launch event in Chongqing:

Chongqing Intellectual Property Bureau Director General, Yuan Jie, said:

"The Chongqing Intellectual Property Bureau will use all of its executive power to investigate alleged IPR breaches and provide protection for international companies. Proven IPR violations will be prosecuted to the fullest extent."

The **protection of IPR and patents has been one of the most contentious issues for foreign companies** wishing to develop either their business or market in China and the announcement of these changes in law enforcement will open up a wide range of opportunities for both China and global businesses.

Karl Watkin MBE of Noble house (a **long term advocate** for more robust implementation of IPR protection in China) said, "The new commitment to IPR enforcement, particularly the move to perfect the system for full extent administrative and judicial prosecution of IPR violations, will transform the opportunities for businesses in Chongqing and the wider Chinese market. **Noble House will itself be taking full advantage of these new opportunities in the near future and congratulates the Chongqing Municipal Government for this bold initiative.**"

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Chongqing



Chongqing is the only municipality directly under the central government in western China. Located on the upper reaches of the Yangtze River, Chongqing is southwest China's biggest industrial and commercial centre, communication hub and inland port.

On 14 March 1997, the Eighth National People's Congress decided to merge the city with the neighbouring Fuling, Wanxian, and Qianjiang prefecture-level districts that it had governed on behalf of the province since September 1996. The resulting single division was the Chongqing Municipality, containing 30,020,000 people in forty-three former counties. The municipality became the spearhead of China's effort to develop its western regions and coordinate the resettlement of residents from the reservoir areas of the Three Gorges Dam project. Its first official ceremony took place on 18 June 1997.

Noble House

Noble House, a Chongqing based business, is a subsidiary of Noble House Partners Ltd a UK company. The partners of Noble House all have long and successful experience of living and working in China developing businesses and relations with local and National Governments. All have worked assiduously to highlight the issue and importance of the rigorous enforcement of IPR protection to The Global Economy.

Noble House operates its own businesses in China and has a full suite of services, including Financial services, available to help International companies and SME's establish a sound footing in China. Noble House is particularly focussed on Climate Change Technologies and the low carbon economy.

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