

China's IP in foreign eyes



China successfully launched its first human spaceflight mission in more than three years, placing into orbit a spacecraft carrying two astronauts that will dock with a new space laboratory module. During the 30-day mission, Jing and Chen will carry out a number of medical and space science experiments, as well as test various systems on the Tiangong-2 module. (China's Shenzhou 11 blasts off on space station mission, by CNN)

时隔三年,中国再次进行载人航天发射,搭载两名航天员的载人飞船进入轨道,与天宫二号成功对接。在为期30天的载人飞行任务中,景海鹏、陈冬将开展一系列医学和空间科学实验,并对天宫二号的各种系统进行检测。(中国神舟十一号在卫星发射中心成功发射,美国有线电视新闻网)

Comment

The successfully launching of Shenzhou 11 reflects that China is making steady progress in their manned space program. We believed that more and more IPR-reliant manned spaceship will be launched by China in the future.

点评

神舟十一号的成功发射反映了中国的载人航天正在稳步推进。我们有理由相信,在未来,更多拥有自主知识产权的载人飞船将翱翔于太空。



China's evolution as a hotbed of innovation is creating a pool of world-class management talent, expertise and experience in technology and e-commerce industries that will help it become a global leader in these fields. Ultimately, this might be the most profound change of all: instead of just charting its own course, China may soon be setting trends that the West will be compelled to follow. (China emerges as a global innovator, by the New York Times)

中国的“创新温床”将造就技术和电商行业的大批世界级管理人才,同时积累丰富的专业知识和经验,这将有助于中国成为这些领域的全球领导者。最终,所有变化中最深刻的或许是:除了绘制自己的路线,中国可能很快会成为趋势的开创者,而西方国家将不得不跟随中国的脚步。(中国企业不再缺少创新,《纽约时报》)

Comment

Over many years, China has gained acclaim as the world's manufacturing powerhouse. But today, innovation is flourishing in the world's most populous nation, which is rapidly becoming a trendsetter with the potential to disrupt business models globally.

点评

多年来,中国一直被誉世界制造业大国。而今,创新正在这个世界人口第一大国遍地开花,中国正迅速成为潮流创造者,或将有潜力颠覆全球商业模式。

China's foreign patent filings in pharmaceutical industry enters the top 3 in the world

“十二五”期间我国医药类国际专利申请量进入世界三甲——

中国药企:用好知识产权 融入国际市场

At the National Conference on Innovation in Sanitation and Health, the achievements that Chinese pharmaceutical industry has made in self-innovation during the 12th Five Year Plan period attracted great attention from the whole society. In the past five years, China's foreign patent filings in pharmaceutical industry have entered the top 3 in the world, which reflected remarkable improvement in IP competence and paved the way for Chinese enterprises being integrated in global market and taking a place in global industry chain. It is due to the driving force of external environment as well as urgent need for internal development of Chinese pharmaceutical enterprises.

“Pharmaceutical industry is a high-input and long cycle industry. It is essential for pharmaceutical enterprises to master core patents through R&D and promote their patented



drugs to get the certificate of international drug registration,” said Xue Yunli, vice president of Shandong Green Leaf Pharmaceutical Group Co., LTD. She added that in the project approval and R&D process of new drugs, the intellectual property department ar-

ranged special staff in charge of foreign-related patent affairs who focus on studying domestic and international patent laws and regulations, facilitating the layout of patents globally and expanding overseas market in a bid to realize the utmost value of IP of

the company.

“Facing the impact of international pharmaceutical giants entering Chinese market, the traditional Chinese medicine enterprises need to transform their view of the development”, Lu Xianfeng, assistant general manager of Yangtze River Pharmaceutical Group. As he indicated, a few years ago the company made adjustment by relying on IP to develop and innovate chemical medicine, traditional Chinese medicine and biological medicine. Guided by such IP strategy, the percentage of export volume of chemical medicine in the company's total sales and its international market share have increased year by year.

“In recent years, international biological industry has witness explosive development, however domestic pharmaceutical industry has a low level in IP development and lack of initial innovation capability which need a “master key” to address these problems.” In his perspective, it is important to improve the IP strategy and break the bottleneck of initial innovation, so that the company can realize development as well as transformation and upgrading driven by innovation.

“The formulation of a complete IP management system is key to a pharmaceutical company and a basis for all initial innovation,” said Ma Ru-jian, vice president of Yaoming Kangde New Drug Development Co., LTD. On the basis of patent technology, the company constantly filed more patent applications and formed a sound cycle of patent protection.

The conference gave a guidance on the future development of Chinese pharmaceutical enterprises. It calls for giving full play to the role of innovation subjects, enhancing IP protection awareness, conducting in-depth study on appraisal and standard formulation and promoting technology transaction and IP protection. Only by giving great attention to IP, can Chinese pharmaceutical enterprise prevail in the future development.

(by Cui Jingsi)

本报记者 崔静思

在日前召开的全国卫生与健康科技创新工作会议上,中国医药产业“十二五”期间自主创新取得的成就

引起了全社会的广泛关注。过去5年来,中国医药类国际专利申请量进入世界三甲,这不仅标志着中国药企知识产权实力有了显著提升,更是中国药企融入国际市场、参与全球产业链分工的“开门之匙”。对于中国药企而言,这其中既有外部环境的助推作用,也是中国药企内在发展的迫切需求。

“医药产业是一个高投入、长周期的行业,依靠研发掌握核心技术专利,推动专利药品进行国际注册认证,这是药企发展的必由之路。”谈到药企的国际化发展,山东省绿叶制药集团副总裁薛云丽这样说。薛云丽向记者介绍,在新药的立项研发过程中,绿叶制药的知识产权部门为相关研发项目配备了专门的涉外专利人员,其工作重点就是研究国内外专利法规并调整专利策略,推动企业的专利申请在全球及时有效获权,继而有效地开拓国外市场,实现企业知识产权价值的最大化。

“随着国际行业巨头进入中国市场,传统中药企业迫切需要转变发展观念。”扬子江药业总经理助理路显锋介绍,为了适应新的形势,扬子江药业几年前开始了依靠知识产权主动向化学药、中成药、生物药“三药并举”研发创新战略方向的调整。在这样的知识产权战略引领下,企业的化学药出口销售额在销售总额中的占比和国际市场份额连年上升。

“近年来,国际生物医药产业迅猛发展,但国内医药行业整体知识产权水平较低,中国医药企业的原始创新能力相对不足,急需能够打开牢笼的一把“万能钥匙”。”在路显锋看来,突破原始创新这一瓶颈,关键要实现药企的专利工作从松散管理到知识产权战略体系的完善构建,只有这样才能实现企业的创新驱动、转型升级。

“完善的知识产权管理体系是医药企业最为关键的一环,是一切原始创新工作的基础。”药明康德新药开发有限公司(下称药明康德)化学服务部副总裁马汝建表示。依靠这样的专利基础,药明康德不断提交新的发明专利申请,形成专利保护的良性循环。

这次的全国卫生与健康科技创新工作会议,也为未来中国药企的发展指明了方向:发挥创新主体作用,增强知识产权保护意识,在建立评价方法和标准体系方面深入研究,同时积极促进技术交易与知识产权保护。对于中国的药企而言,只有算好知识产权这笔账,才能在未来的不断拓展中一往无前。



Huangpi District in Wuhan city is known as the town of Chinese clay sculpture. As the city's intangible cultural heritage project, Huangpi clay sculpture boasts a long history and “500 arhat” in Guiyuan Temple and the Buddha in Mulan Mountain are representative works. As the origin of “Huangpi Clay Sculpture”, clay figurine village of Lijiaji subdistrict in Huangpi is famous for the clay sculpture.

Photo by Wang Wenyang

武汉市黄陂区是中国的泥塑之乡。作为武汉市非物质文化遗产保护项目,黄陂泥塑历史悠久,汉阳归元寺的五百罗汉和木兰山的神像是其代表作。黄陂李家集街道泥人王村是黄陂泥塑的发源地,“泥塑之乡”的美誉闻名遐迩。本报记者 王文扬 摄影

Creating a legend of industrialization of hot-dry noodles
缔造热干面产业传奇

Liu Haiyuan was recognized as the legend of creating hot-dry noodles. He went into business after quitting the job of a state-owned enterprise in the 1990s. After tremendous effort, he finally realized the industrialization of once handmade hot-dry noodles and sold the hot-dry noodles to forty countries and regions such as the United States and Japan.

In 2003, local media in Wuhan reported that a company in Henan took the initiative to produce instant hot-dry noodles and made a profit of 20 million yuan in sales within half a year. As a native of Wuhan, Liu Haiyuan felt very sad when reading the story. Liu told the reporter that from then on, he made up his mind to build his own brand and make Wuhan instant hot-dry noodles

Liu Haiyuan invited some professors in food speciality in three universities to conduct project study. It took

two years and a half to make a breakthrough in technology. The loss of flour exceeded a million yuan and many devices were sold out for they failed to work. Moreover, the salary could not be paid to the staff for half a year and the business was on the verge of bankruptcy. In order to raise money for purchasing equipment, Liu Haiyuan sold his house and shop at a low price.

In January 2005, Liu Haiyuan made a success in producing instant non-fried hot-dry noodles and submitted applications for invention patents. Relying on the patents, he ordered special production equipment which enabled hot-dry noodles a batch of production. The outlook and taste were nearly the same with handmade ones.

In 2006, the “dahankou” dry-hot noodles made its debut in food exposition which aroused the interest of

many businessmen. The products were sold in many cities across the nation. As early as 3 years ago, he targeted the overseas market and sold the “dahankou” hot-dry noodles in the fifth avenue in New York, the United States. At present, the company made trademark registrations in more than 30 countries and regions selling hot-dry noodles to forty countries and regions including the United States, Mexico, Japan and Singapore.

(by Liu Peng)

刘海元是一位创造了热干面传奇的人,他在上世纪90年代从国有企业“下海”,让多年来武汉人手工加工的热干面实现了工业化生产,走出了江城,销往美国、日本等近40个国家和地区。

2003年,武汉当地媒体报道了河南一家企业率先生产方便热干面,半年在汉销售了2000万元。作为地道的武汉人,看见了这样的报道,刘海元心里非常不是滋味。刘海元说,那一刻,

他就下定了决心,把方便热干面作为自己的项目,一定要做出地道的武汉方便热干面,与河南热干面一较高下。

刘海元邀请了武汉3所大学的多名食品专业教授进行项目研究。研发耗时两年半,其中,6个月仅面粉损失就超过了百万元,购买的多款设备都因无法生产被当作废铁卖掉。当技术终于取得突破时,资金链也完全断了,在长达半年的时间里员工工资都无法发放,企业濒临破产。为了尽快筹集资金购买设备,刘海元把自己的住房和商业门面房低价卖了。

2005年1月,刘海元的非油炸风味方便面及其制作方法研制成功,并提交了发明专利申请。通过此专利,他向厂家订制了专门的生产设备,此款设备终于让热干面在生产线上复原成功,拌上芝麻酱等佐料后,无论色香味还是入口的那股韧性跟手工做出来的味道不相上下。

2006年,刘海元的“大汉口”热干面初次在世博会上露面,引起了很多商家的兴趣,产品随后在国内多个城



市落地开花。而早在3年前,他就盯上了海外市场,把“大汉口”热干面成功卖到了美国“第五大道”。目前,公司已在30多个国家和地区注册了商标,热干面销往美国、墨西哥、日本、新加坡等近40个国家和地区。(柳鹏)



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