

China's IP  
in foreign eyes

The coffee company trying to top Starbucks in China is planning to storm other big markets. Luckin and Americana signed a memorandum of understanding in Beijing on Monday and will run the new coffee business as a joint venture, the Chinese firm said. Luckin is fighting Starbucks in China by opening thousands of stores in the past two years and relying on technology for orders, deliveries and payments to give it an edge. It currently has around 3,000 stores across China. (China's Luckin Coffee is taking on Starbucks in more big markets, CNN)

瑞幸咖啡正进军海外市场,与星巴克展开较量。日前,其与中东地区最大的食品制造及销售公司之一的Americana集团签署战略合作框架协议,计划共同设立合资公司,在中东和印度地区开展咖啡新零售业务。过去几年里,瑞幸咖啡在中国开设了上千家门店与星巴克展开竞争,同时凭借新技术优势,不断提升订单、配送、付款等服务质量。目前,瑞幸咖啡在中国拥有约3000家门店。(瑞幸咖啡正进军更多市场与星巴克竞争,美国有线电视新闻网)

## Comment:

Luckin Coffee is developing its brand by expanding domestic and foreign markets in just one year. The innovative technology and business mode help it gain the advantage in market competition.

## 点评

成立短短一年多的时间里,瑞幸咖啡快速进军国内外市场,提升其品牌知名度。不断创新的技术与模式,正助力瑞幸在市场竞争中占据优势。



Enlight Media's *Nezha* has become the highest-grossing Chinese animated feature of all time, sailing past the RMB 1bn (\$145m) benchmark and beating previous record-holder *Monkey King: Hero Is Back*, which grossed \$138m in 2015. The film appears to be tapping into the young adult audience. According to online ticketing platform Maoyan, more than 50% of the film's audience is aged 20-29 years. It currently has a 9.7 rating on Maoyan and an 8.7 rating on influential film review site Douban. (*Nezha* becomes highest-grossing Chinese animation in history, Screen Daily)

由光线传媒出品发行的电影《哪吒之魔童降世》,目前以超过10亿元的票房成为中国动画电影票房冠军,打破了动画电影《西游记之大圣归来》保持的票房记录。该电影受到许多年轻人的欢迎。根据线上票务平台猫眼的数据显示,超过50%的观众年龄在20至29岁间。目前,该电影在猫眼评分9.7,豆瓣评分8.7。《哪吒》成为中国动画电影史上票房冠军,国际银幕影评杂志)

## Comment:

The popularity of the Chinese animation *Nezha* is much in relation to the quality content meeting the objective audience. The success of the movie will provide experience for making of more outstanding animated films.

## 点评

中国动画电影《哪吒之魔童降世》获得高票房,得益于其贴合主流受众心理来打造高品质的内容。该电影的成功,将为更多优质中国动画电影的制作提供借鉴。(熊花平)

# China Ranks 14th in 2019 Global Innovation Index

## 2019年全球创新指数发布 中国排名第14位

Recently, the World Intellectual Property Organization (WIPO) released the 2019 Global Innovation Index Report (GII) in India. According to the GI, China ranks 14th, ascending three spots to join the ranks of the top 15 innovative economies for the first time. "I am very pleased to see that China ranks 14th in the Global Innovation Index this year and completes its goal of 'making the top 15 of Global Innovation Index in 2020' ahead of schedule. The efforts of the Chinese government and enterprises have paid off," Sacha Wunsch-Vincent, head of the Economics and Statistics Division of WIPO made the above assessment and applauded China's achievements.

Wunsch-Vincent believed that in spite of the slowdown of global economic growth, innovation is still gaining strong momentum across the globe and the growth of innovation outpaces economic development. Compared with some developed countries, China, as a developing country, has maintained relatively high input in innovation and scientific research, very healthy and effective measures to so-

cial and economic development.

This year's report is evaluated and ranked based on 80 indicators of seven pillars, namely institutions, human capital and research, infrastructure, market sophistication, business sophistication, knowledge and technology outputs and creative outputs. The report shows that this year China ranks first among 34 upper-middle-income economies. China ranks 26th and 5th in the rankings of innovation input and innovation output respectively, performing better compared with last year and the previous year.

"Although China did a fantastic job in the field of innovation, it can be seen from the data that China is still weak in infrastructure construction, human capital and research, and institutional construction. China shall pay attention to these three aspects in its future development," Wunsch-Vincent said. "China has made remarkable achievements in terms of knowledge technology and creative output. We can foresee that in the next few years, China shall increase investment in human capital and research, infrastruc-

ture and institutional construction which will further improve China's rankings." In addition, Vincent suggested that although China's innovation output has reached the elite level, in the future, China should focus on knowledge-intensive industries and high value-added industries, perform high-level industrial integration, develop new technologies and products, further enhancing the market competitiveness of Chinese companies.

Chen Dongmin, Chair Professor of the Innovation and Entrepreneurship Institute of Peking University and deputy director of the China Innovation Index Research Center, said that innovation capability is related to economic development. China's innovation capability is improving rapidly, but it is still a big challenge to overtake some developed countries and reach the world's leading level. "China is currently transitioning from a middle-income country to a high-income one. We have performed well in terms of innovation output and input-output ratio. In the future development, we shall pay more attention to how to improve weaker indica-



tors," said Chen Dongmin, adding that China should not only focus on the GI index, but also have a clearer understanding of those areas requiring improvement.

Talking about the contributing factors to China's significant progresses for four consecutive years, Chen Dongmin analyzed that on one hand, China has performed well in terms of innovation output, especially in scientific document, patent applications and exports of high-tech products. On the other hand, the Chinese government's strengthening measures in IP protection and ever-increasing infusion of resources into innovation and R&D also pay dividends.

(by Liu Peng/Wang Xumeng)

"我很高兴地看到,中国今年在全球创新指数中排名第14位,提前完成了'在2020年进入全球创新指数排行榜前15名'的目标,这离不开中国政府和企业的努力。"日前,世界知识产权组织(WIPO)在印度发布2019年全球创新指数报告(GII),中国首次跻身最具创新力经济体前15名,排名第14位,较去年上升3位。对此,WIPO经济和统计司综合指标研究处处长沙夏·文森特作出上述评价,并对中国取得的成就表示祝贺。

沙夏·文森特表示,在全球经济增长速度放缓的大背景下,全球创新领域仍呈现出蓬勃发展的态势,创新的增长高于经济发展速度。相对于一些发达国家来说,作为发展中国家的中国,在创新和科研投入方面保持了较高水平,这对经济社会的发展非常有利。

今年的报告根据制度、人力资本和研究、基础设施、市场成熟度、商业成熟度、知识与技术产出以及创意产出7大支柱80个技术指标进行评估

和排名。报告显示,今年,中国在全球创新指数中排名第14位,较去年上升3位,创新产出排名第5位,相较于去年,前年均有提升。

"尽管中国在创新领域表现十分优秀,但从数据可以看出,中国在基础设施建设、人力资本和研究以及制度建设上仍较为薄弱,中国在未来的发展中应关注这三方面的建设。"沙夏·文森特说,"在知识技术、创意产出方面,中国已经取得了显著的成就。我们可以预见,在未来几年,中国应增加人力资本和研究、基础设施和制度建设的投入,这将使中国的排名得到进一步提升。"此外,文森特建议,中国在创新产出方面虽然已经达到全球领先水平,未来,中国应该着眼于知识密集型产业和高附加值产业,进一步进行高水平产业整合,研发新技术和新产品,提高中国企业的市场竞争力。

北京大学创新创业学院讲席教授、中国创新指数研究中心副主任陈东敏表示,创新能力与经济发展相关。中国创新能力进步迅速,但想要超越一些发达国家,达到世界领先水平依然充满挑战。"中国目前正在从中等收入国家向高收入国家过渡,我们在创新产出和投入产出比方面表现较为优秀,在今后的发展中,我们更应该关注如何提升较弱的指标。"陈东敏表示,不能只关注排名,对于一些亟需改善的方面也应该有更为清醒的认识。

谈及中国连续4年取得显著进步的原因,陈东敏分析,一方面,中国在创新产出上表现优异,尤其在科学文献、专利申请和高科技产品出口方面。另一方面,中国政府高度重视知识产权保护,并不断加大创新和研发投入,这也是中国取得上述成就的重要因素之一。

(柳鹏 王絮蒙)



Workers of Jiangsu Lingyou Rice Industry Company are sorting out rice barns. Using the GI certificate mark 'Huaian Rice', the company provides good rice varieties to farmers and stimulate their enthusiasm for planting Huaian Rice by enhancing procurement prices. Sales of the company's products have increased by more than 60% after using the certification trademark.

日前,江苏凌优米业有限公司的工人正在整理稻谷仓。该公司是淮安大米地理标志证明商标使用企业,为农户免费提供优良品种,通过提高收购价格,激发农户种植淮安大米的积极性。使用淮安大米地理标志证明商标后,该公司产品销售额提升60%以上。

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### NUMBERS

22

Beijing Haidian District is now home to 22 national-level elite intellectual property service providers, accounting for 71% of the city's total and 15.9% of the nation's total. Six IP firms engaging in IP analysis and evaluation are labeled as model ones, accounting for 75% of the city's total and 40% of the nation's total.

22家

截至目前,北京市海淀区拥有全国知识产权服务品牌机构22家,占北京市总数的71%,占全国总数的15.9%;知识产权分析评议服务示范机构6家,占北京市总数的75%,占全国总数的40%。

65.38

To the end of June, every 10,000 citizens of Nanjing, Jiangsu Province owned 65.38 valid invention patents. In the first six months of this year, the city filed 593 PCT international pat-

ent applications, up 53.63% compared to the same period of last year; obtained 6,625 invention patents, up 22.75%.

65.38件

截至6月底,江苏省南京市每万人有效发明专利拥有量达65.38件;PCT国际专利申请达593件,同比增长53.63%;授权发明专利6625件,同比增长22.75%。

41

The 34th National Youth Science and Technology Innovation Contest was recently held in Macao. 41 works from 27 primary/middle schools with a trial IP-related curriculum participated in the contest and 97.6% of them carried off a prize.

41项

日前,第34届全国青少年科技创新大赛在澳门举办,27所全国中小学知识产权教育试点学校的41项作品参赛,获奖项目数占比达97.6%。

69

Recently, Sina Finance and other

institutions jointly issued the *China Sci-tech Innovation Enterprise Panoramic Insight Report*, revealing that companies pending approval for initial public offering (IPO) at the SSE Star Market owned 69 patents and 31 invention patents on average, dwarfing an average Joe tech company by 4 times and 7.7 times respectively.

69件

日前,新浪财经等机构联合发布了《中国科创企业全景洞察报告》。《报告》显示科创板受理企业平均专利拥有量、发明专利拥有量达到69件和31件,分别是科创企业整体数量的4倍、7.7倍。

75

In 2018, Pi County of Sichuan Province boasts 75 companies allowed to use the GI certificate mark 'Pi County Broad Bean Sauce', a brand with an estimated value of 60 billion yuan. Products tagged with this GI are sold in 80 countries and regions including the U.S., Japan, Australia and Germany.

75家

2018年,四川省郫县使用"郫县豆瓣"地理标志证明商标企业共75家。"郫县豆瓣"品牌获得超600亿元的价值评估,产品销往美国、日本、澳大利亚、德国等80多个国家和地区。

1,396

In the first half of 2019, 1,396 patents were granted to applicants from Qinghai Province, up 7.1%. The number of invention patents per 10,000 citizens reached 2.51, up 14.6%.

1396件

2019年上半年,青海省专利授权量为1396件,同比增长7.1%。每万人口发明专利拥有量为2.51件,同比增长14.6%。

1,052

Haikou Customs in Hainan Province destroyed 1,052 pieces of goods infringing IPRs, involving copyrights and trademark rights of nine international brands such as 'Supreme' 'VANS' and 'adidas'.

1052件

近日,海南省海口海关销毁了一批知识产权侵权货物,共计1052件,涉及'Supreme' 'VANS' 'adidas'等九个国际品牌的著作权和商标权。

51

Recently, Weifang Municipal Market Regulation Authority of Shandong Province performed an assessment of companies applying for the titles of national IP model companies/elite companies for the year of 2019. As of now, the city is the home base for six such model companies and 51 elite companies.

51家

日前,山东省潍坊市市场监督管理局开展了2019年度国家知识产权示范企业和优势企业申报考核复核工作。截至目前,潍坊市拥有国家知识产权示范企业6家,优势企业51家。

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