

Brand centers provide province-wide strength

By WANG XIN

As various regions across the nation wave the flag to build and expand industrial zones, Jiangsu is taking another path — developing centers that cultivate brands.

Such brand bases are not defined geographically, Feng Xinghan, head of the trademark department of the Jiangsu Administration of Industry and Commerce, told China Daily.

Unlike the frequently seen traditional industrial zone, which usually refers to a specific locale where a cluster of factories are sited next door to each other, a brand cultivation center does not require companies to move to a designated place.

Instead, they may be scattered around a city or district but are still seen as part of a whole, Feng said, so are usually named after cities, counties or districts.

Integrating brands with regional economic development is a new approach, said She Yihe, chief of the provin-

cial industrial and commercial administration, with local companies encouraged to strengthen their own brands, which in turn improves the overall competitiveness of local economy.

Last year the province announced the first group of 28 brand centers with more than 4,000 companies, which operate in a wide range of industries including farm products, textiles and garments, medicine, electronics, machinery and software.

Jiangyin, which has topped all counties in the nation for seven consecutive years, is among the first batch. Its number of trademarks has grown by four digits annually over the period. It now has more than 11,600 trademarks with some 5,000 applications still being processed.

Focused on the textiles and garment sector, the Jiangyin base is home to leading industrial players like Sunshine and Heilan.

Ye Huili, vice-president of Heilan, one of the largest Chinese men's wear produc-



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Pizhou garlic brand cultivation base in Jiangsu.

ers, said her company had a bumpy ride in its formative years due to weak awareness about trademarks.

Heilan's first trademark Sanmao became popular with customers, but the company had to give it up after a prolonged copyright dispute because it was also the name of a classic cartoon boy character.

The company later replaced the old trademark with its Shuaimao brand and developed other two for its differentiated lineup. All three trademarks have become core brands of the company that are now registered in more than 50 countries and regions.

As its brands became popular they were victimized by infringement. "Officials in the industry and commerce administration have helped us a lot in fighting counterfeits," Ye said.

"Without their aid, it would be extremely difficult

to protect our company's interests, especially in the case of infringement outside the province," she added.

Like Heilan, other local companies that started as village workshops have benefited from consultancy services offered by the authorities as well as more regulated commercial behavior and inter-province cooperation on trademark protection.

Among the rising trademark centers are Yixing, which has 10 percent of the domestic market in wire and cable, Dieshiqiao, which has 907 household textile companies with combined sales surpassing 30 billion yuan last year, and the Donghai silicon industry base contributed nearly half of the county's gross domestic product.

The province's total registered trademarks have surged 105 percent to more than 56,500 in 2009 from about 27,500 a year previous.

Measuring the marks of progress

By LU WEI

As a developed coastal economy in east China, Jiangsu was among the first in the nation in 2005 to begin a provincial trademark strategy to aid economic development. It is now "set to promote trademarks in all dimensions and build an advanced province famous for brands," said He Shoutian, vice-director general of the Jiangsu Administration for Industry and Commerce.

The move is in accordance with a 2009 State Administration for Industry and Commerce (SAIC) call for local authorities to advance the national trademark strategy adopted the year before.

The number of domestic registered trademarks in the province now exceeds 230,000. Of those, 38,000 are related to agricultural products, 43 have geographical indications, 173 are well-known trademarks recognized by the SAIC and

740

trademarks

from Jiangsu are registered with the global Madrid system

2,091 are provincially famous brands. The province also has 740 international trademarks registered under the global Madrid system.

Trademarks, seen as an intangible asset representing quality, technology, management, credit and culture, are an important element in the market value of various types of intellectual property, he added.

With a solid base in traditional manufacturing, the province has a dynamic private sector and an export-oriented economy, yet most local companies lack both awareness of trademarks and motivation for innovation, He said.

As a result government should play a leading role and

encourage local industries to value brand-building strategies, He told China Daily.

The authorities have helped establish a number of industrial clusters with a brand-building edge while offering consultancy services on trademark policies to at least 4,000 companies.

The province has also mounted more than 30 campaigns to crack down on counterfeits and enhance trademark protection in recent years.

"In the past, we placed the emphasis on the volume of trademark registrations and number of well-known brands, but now we are increasingly concerned about the utilization of registered trademarks, the declaration of geographical indications and the contribution of enterprises with well-known trademarks," he said.

Statistics show that well-known and famous trademarks contributed more than 30 percent to province-wide sales, profit and taxes, He noted.

中国商标成就 — 企业商标展示

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China's Trademarks Show

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Nantong Huaxin Environmental Protection Equipment & Engineering Co Ltd

Trademark: TONGYU

Product: Sluice gates, mud scrapers and mixers

Classification: VII

Registration unit: Nantong Huaxin Environmental Protection Equipment & Engineering Co Ltd

Certification date: December 20, 1991

Certifying institution: The Trademark Office of the State Administration for Industry and Commerce of the PRC

Legal representative: Bao Hongming

Tel: 86 513-8620 5886

General manager: Bao Weibin

Contact: Cao Bin

Tel: 86 513-86205885

Fax: 86 513-82560220

E-mail: luohb626@163.com



JIANGSU HUAHONG INDUSTRIAL GROUP CO LTD

Trademark: HUAHONG

Products: Cutting machines, injection-molding machines, metal processing machines, mechanical processing equipment, bending machines, waste disposal equipment and refuse compactors

Classification: VII

Registration unit: Jiangsu Huahong Industrial Group Co., Ltd

Certification date: November 2001

Certifying institution: The Trademark Office of the State Administration for Industry and Commerce of the PRC

Tel: 86 510-86230137

Fax: 86 510-86222561

Address: Huahong Industrial Park, Zhouzhuang Town, Jiangyin City, Jiangsu Province, China

Postal code: 214423

Website: www.huahong-group.com



JIANGSU LIANGUAN SCIENCE AND TECHNOLOGY DEVELOPMENT CO LTD

Trademark: LIANGUAN

Products: Fruit washing machines, plastic mixers and automatic mixing and combination machines

Classification: VII

Registration unit: Jiangsu Lianguan Science and Technology Development Co Ltd

Registration venue: No. 2, Baixiong Road, Sanxing Town, Zhangjiagang, Jiangsu

Certification date: March 14, 2002

Certifying institution: The Trademark Office of the State Administration for Industry and Commerce of the PRC

Tel: 86 512-58578000

Contact: Lu Yahui; Liu Weixiang

Address: No. 2, Baixiong Road, Sanxing, Jinfeng Town, Zhangjiagang, Jiangsu Province, China

Postal code: 215600

Website: www.lianguan.cn



樱花

SAKURA BATH & KITCHEN PRODUCTS (CHINA) CO LTD

Trademark: SAKURA

Products: Range hoods, electric and gas water heaters, kitchen stoves and ovens

Classification: XI

Registration unit: Sakura Bath & Kitchen Products (China) Co Ltd

Certifying institution: The Trademark Office of the State Administration for Industry and Commerce of the PRC

Tel: 86 512-57710968

Fax: 86 512-57707060

Address: No. 1, Qingyang Nanlu, Kunshan City, Jiangsu Province, China

Postal code: 215300

Website: www.sakura.com.cn/



JIANGSU SHINY ELECTRIC APPLIANCE CO LTD

Trademark: Shengxing

Products: Knitting machines, ribbon weaving machines, textile processing machines, lacing machines, darning machines etc.

Classification: VII

Registration unit: Changshu Shengxing Knitting Machinery Co Ltd

Certification date: June 14, 2006

Certifying institution: The Trademark Office of the State Administration for Industry and Commerce of the PRC

Address: No. 1, Huaxing Road, Liyuan Village, Bixi Town, Changshu City, Jiangsu Province

Postal code: 215512

Contact: Shao Aiming

Tel: 86 512-52630662

Fax: 86 512-52638776

Website: www.shinychina.cn



JIANGSU DEWEI ADVANCED MATERIALS CO LTD

Trademark: No. 1080023 Design

Products: PVC resin and synthetic resin plastics

Classification: I

Registration unit: Jiangsu Dewei Advanced Materials Co Ltd

Certification date: August 21, 1997

Certifying institution: The Trademark Office of the State Administration for Industry and Commerce of the PRC

Tel: 86 512-53215058/53229393

Fax: 86 512-53211998/53215058

Address: No. 99, Shan'an Donglu, Shaxi, Taicang City, Jiangsu Province

Postal code: 215421

Website: www.chinadewei.com