



Asia Pacific Candidate

Yichuan, Henry Qui
Director of Shanghai Shendi
Deputy General Manager of Shanghai Disney
Primary Location: China
Running for 1st term



ABOUT THE APPLICANT:

I have been working in the theme park & entertainment industry for nearly 13 years. For the past decade, I served as the member of the board of directors, head of shareholders, the director of Shanghai Shendi and the key member of management team of Shanghai Disney Resort for the project, fully engaged in the negotiation, consultation, construction, and operation. From 2017 to 2022, I was nominated to serve as a member of Asia-Pacific Advisory Committee for the International Association of Amusement Parks and Attractions (IAAPA), during which I chaired the Government Relations Subcommittee of APAC from 2021 to 2022. I have actively promoted and supported the establishment of the IAAPA Shanghai branch, and successfully supported the hosting of the SATE Forum of Themed Entertainment Association (TEA) in Shanghai International Tourism Resort in 2018. Therefore, I am dedicated to join the Board and exert the most of I must promote the industry's flourishing. 2018 SHANGHAI HOST TEA FORUM IN TOURISM

VISION FOR THE TEA:

Firstly, continue to keep TEA at leading edge in the global themed entertainment industry, guiding Asia-Pacific members for better development under the current backdrop of technological revolution, digitalization, and the rising of artificial intelligence.
Secondly, enhance the influence of TEA in China's cultural and tourism industry, especially under the current great recovery and prosperity of both domestic and international travel during the transformation from post-Covid period. We should take the opportunity to recruit more and more high-quality members and enterprises and empower the TEA members in turn.
Thirdly, build the platform dedicated to putting all the resources for design, creation, operation, and capital from IP and provide more support for the young to achieve their creatives in entertainment industry.

SKILLS AND CORE COMPETENCIES

Graduated from Shanghai University of International Business and Economics (SUIBE) in 2000, I continued to pursue my master's degree in SUIBE and doctoral degree in East China University of Political Science and Law (ECUPL) and obtained his Ph.D. in Law in International Law in June 2011.

From 2000 to 2003, I worked at the General Office of the Shanghai Pudong New Area People's Government and Shanghai World Expo Coordination Bureau, deeply engaged in the preparation and operation of the World Expo 2010 Shanghai China (Shanghai Expo), where I developed rich experience at international communication and cooperation, IP operation and protection.

Serving as the Deputy Director of the Legal Department of Expo Bureau and Director of the World Expo IP Management Office, I was mainly responsible for the compilation of international legal documents, promoting the formulation of government support policies, Expo-related IP protections, and disputes resolution involving participating countries and international organizations. In 2010, I was awarded the First-Class Merit by the Shanghai Municipality and received the honor of Advanced Individual in IP Protection for Shanghai Expo from the China National Intellectual Property Administration (CNIPA).

After that, I joined the preparation and construction of Shanghai Disney Resort project, the world-class leading project in the theme park entertainment industry, where I penetrated more into the theme park operation and IP protection.

Besides, I am also a Pudong Committee member of Chinese People's Political Consultative Conference (CPPCC), Vice President of Pudong IP Association, and Deputy Secretary-General of WTO Shanghai Research Center, which enable me to act as the bridge to seek government support, build sound government-enterprise relation and be fully engaged in the policy making.

Selected as an arbitrator for several renowned arbitration institutions in China, such as the Shanghai International Economic and Trade Arbitration Commission and the Shenzhen International Arbitration Court, I have authored two legal monographs, I also led in several research projects by MOFCOM and CNIPA. Thanks to this academic achievement, I obtained the Nomination Award for the Fourth Shanghai Outstanding Young Jurist. In the future, I will also take advantage of my knowledge and skills at IP protection in the legal area to support the growth and success of TEA.