

Riccardo Benussi

Partner @ Dezan Shira & Associates
Munich, Bavaria, Germany

Summary

As of 2012 I started gaining experience in international business planning for Asia, business development, and intellectual property law. I prepare and support cross-border projects for clients and partners' clients from Europe into Asia. I am a big fan of materials and therefore highly appreciate tangible factory visits at our clients' and then the board rooms as the visceral passion within my job. What I bring is a compass to navigate complex and ever-changing commercial, regulatory and legal environments in several Asian markets.

I thrive when I can facilitate, enable, and empower the growth and innovation of our clients and partners.

It's simply a unique feeling when clients call you up and make you feel part of not only the decisional process, but finally somehow also of the family.

Experience

Dezan Shira & Associates
10 years 1 month

Partner
January 2024 - Present (3 months)
Munich, Bavaria, Germany

Director
September 2022 - January 2024 (1 year 5 months)
Munich, Bavaria, Germany

Head Of European Business Development
July 2020 - September 2022 (2 years 3 months)
Munich, Bavaria, Germany

Deputy Regional Manager - Business Advisory DACH and Italian Desk head

Top Skills

Strategy
Customer Relationship Management (CRM)
Presentations

Languages

English (Native or Bilingual)
German (Professional Working)
Spanish (Limited Working)
French (Elementary)
Chinese (Limited Working)
Italian (Native or Bilingual)

Certifications

Introduction to Artificial Intelligence
Writing in Plain Language
Business Development: Strategic Planning
Humble Inquiry: The Gentle Art of Asking Instead of Telling (getAbstract Summary)
Mastering Organizational Chaos

Publications

China Customs Enforcement of Intellectual Property Rights 2013
China and the Latin American Market - an Intellectual Property Perspective

December 2017 - July 2020 (2 years 8 months)

Shanghai City, China

Manager - at International Business Advisory DACH and Italian Desk head

November 2016 - December 2017 (1 year 2 months)

Shanghai City, China

Senior Associate and Italian Desk co-head

March 2014 - November 2016 (2 years 9 months)

Shanghai City, China

ETL GLOBAL

Board Member

October 2022 - Present (1 year 6 months)

Promos Italia

Relatore per l'internazionalizzazione digitale in Asia

March 2023 - Present (1 year 1 month)

Relatore per moduli concernenti internazionalizzazione verso l'Asia. Punti focali: Assistenza clienti B2B B2C Business plan - Normativa internazionale Proprietà intellettuale - Supply chain internazionali

MCX Interior

Business Account Manager

September 2013 - March 2014 (7 months)

Shanghai

University of Bologna

Fellow in East Asian Law (Diritto dei Paesi dell'Asia Orientale)

September 2011 - September 2013 (2 years 1 month)

Bologna, Italy

MICAM Milano

Intellectual Property Desk

March 2013 - May 2013 (3 months)

Shanghai City, China

King & Wood Mallesons

Trademarks Trainee

November 2012 - December 2012 (2 months)

Beijing City, China

Società Italiana Brevetti S.p.A.
Trademarks Trainee
July 2012 - October 2012 (4 months)
Rome Area, Italy

EU-China IPR2
Assistant Project Manager
December 2010 - May 2011 (6 months)
Beijing, China

China-Europe Law Foundation
Member
2007 - 2011 (4 years)
Hamburg, Germany

Delegation of the European Union to China 欧盟驻华代表团
Internship Trainee
November 2009 - May 2010 (7 months)
Beijing, China

Served as Intern at the Trade and Investment Section in the Intellectual Property division dealing with study of legislation, Chinese revision policies, Enterprise aid in critical enforcement stages in cooperation with Embassies and the EUCCC; meetings with stakeholders and Chinese peers at Ministry level and EU Member States on the political and trade status.

Zunarelli B&T International Law Firm
Junior Associate
July 2009 - October 2009 (4 months)
Shanghai

Intern and Junior Consultant. Client management and business development. Drafting of newsletters on Intellectual Property issues in China; case study analysis.

Center for Constitutional Studies and Democratic Development
Project Management Assistant
June 2006 - July 2007 (1 year 2 months)
Helped coordinate Summer School Program attendees with the Center, in all things registration and directly assisting the board of directors and staff. Admin work and research on potential third party funding.

Education

Università di Bologna

Doctor of Law (J.D.), Law · (2002 - 2009)

ITA - Italian Trade Agency

Post-graduate, Intellectual Property strategies for International
SMEs · (2012 - 2013)

Shanghai Tongji University

关注中国知识产权研究生课程 - Post-graduate Course in IP Rights with focus on
China, Intellectual Property Law · (2012 - 2012)

University of Strasbourg

Droit Compare', Comparative Law · (2011 - 2011)

Universität Wien

Erasmus Year, Law · (2004 - 2005)