

## **SOCIO ECONOMIC POTENTIAL AND MAJOR CHALLENGES FOR NON-AGRICULTURAL GIS: A GLOBAL PERSPECTIVE**

*Geneva, 5 December 2013, Room B, World Intellectual Property Organisation (WIPO)*

### **PROGRAM**

- 13.00 – 14.30** REGISTRATION AND LUNCH
- 14.30 – 14.45** INTRODUCTION TO NON-AGRICULTURAL GEOGRAPHICAL INDICATIONS (GIS)
- Mr. Massimo Vittori, Managing Director, oriGIn and Mr. Miguel Angel Medina, Associate Partner, Elzaburu
- 14.45 – 15.45** THE EUROPEAN SCENARIO: A FRAGMENTED LEGAL FRAMEWORK AND GROWING PROBLEMS OF USURPATIONS FOR NON-AGRICULTURAL GIS
- Moderator: Ms. Ana Soeiro, Secretary General, QUALIFICA
- The Example of Swiss Watch, Mr. Yves Bugmann, Head of Legal Department, Federation of the Swiss Watch Industry FH
  - New French legal framework for Non-Agricultural GIS, Mr. Etienne Leroy, in Charge of GIS, French Intellectual Property Institute (INPI)
  - "El Calzado de Elche", Ms. Marián Cano, Secretary General of the "Asociación de Industriales del Calzado de Elche" (AICE) and of the "Asociación Valenciana de Empresarios del Calzado" (AVECAL)
  - Artistic and Quality ceramics in Italy: the experience of the "Associazione Italiana Città della Ceramica" (AiCC), Mr. Claudio Gheller, Vicepresident and Mr. Giuseppe Olmeti, Secretary General, AiCC

**15.45 – 16.15**

DISCUSSION

**16.15 – 16.30**

COFFEE BREAK

**16.30 – 17.45**

NON-AGRICULTURAL GIS IN EMERGING ECONOMIES: ECONOMIC POTENTIAL AND OPPORTUNITIES TO ADD VALUE TO TRADITIONAL KNOWLEDGE

Moderator: Ms. Ida Puzone, Project Manager, oriGIn

- GI protection for handicrafts in Morocco, Ms. Belkacem Fatima, Chief of the Opposition Body and in charge of GIs, Distinctive Signs Pole, Moroccan Industrial and Commercial Property Office (OMPIC)
- A Growing Sector: Non-Agricultural GIs in India, Mr. Kopresa Chari, National Advisor on Handicrafts, Pochampally Handloom Park
- GIs and Traditional Knowledge: the Case of Colombia, Mr. Alexander Parra, Coordinator of the Intellectual Property Project, "Artesanías de Colombia"
- Non-Agricultural GIs in the Member States of the African Intellectual Property Organisation (OAPI), Mr. Cécé Kpohomou, Head of the GI Program, OAPI
- The Potential of Quality Handicrafts in Côte d'Ivoire: the "poterie de Katiola", the "pagnes de Tiebissou" and the "toiles de Korhogo", Ms. Monique Bagal, GI Specialist

**17.45 – 18.00**

DISCUSSION

**18.00 – 18.30**

ROUND-TABLE ON TECHNICAL ASSISTANCE AND PROTECTION NEEDS FOR NON-AGRICULTURAL GIS, moderated by Mr. Mario Pomares Caballero, Managing Partner, Berenguer & Pomares Abogados and Member of the Executive Committee of oriGIn