



PROGRAM

INTERNATIONAL CONFERENCE ON GEOGRAPHICAL INDICATIONS (GIs) IN A FAST CHANGING WORLD

Wednesday, 11 November 2015

08:30h **Registration**

09:00h **Opening Ceremony**

09:45h **Key-note speech (1): The Geneva Act of the Lisbon Agreement and recent developments concerning GIs at the WIPO, Mr. Matthijs Geuze, Head of the International Appellations of Origin Registry, World Intellectual Property Organization (WIPO)**

10:10h **Coffee break**





PROGRAM

10:30h Panel 1: GIs and Protection Strategies

Moderator: Maria Beatriz Amorim Borher, Deputy Director of World Intellectual Property Organization's office WIPO/RJ, Brazil

* Brazilian Geographical Indications – State of the art, Prof. Dr. Lúcia Regina Fernandes, General Coordination of Geographical Indications and Registers, National Institute of Industrial Property - INPI/RJ, Brazil

* Trademark applications conflicting with GIs, Mr. Luis Fernando Samper, Chief Communications and Marketing Officer, Colombian Coffee Growers Federation

11:30h Panel 2: Technologies and Innovation: Opportunities & Challenges for IGs

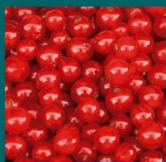
Moderator: Prof. Dr. Lúcia Regina Fernandes, General Coordination of Geographical Indications and Registers, National Institute of Industrial Property - INPI/RJ, Brazil

* The protection of GIs on the web, Mr. Stefano Vaccari, Director, "Ispettorato centrale della tutela della qualità e della repressione frodi dei prodotti agroalimentari", Italian Ministry of Agriculture (MIPAAF)

* Developing a coherent strategy to protect GIs in Internet top level domain names, Mr. Massimo Vittori, Managing Director, oriGIn

* Technological tools against counterfeiting, Mr. Benoit Heude, MATEC SAS

12:30h Lunch & visit to the INTERACTIVE FAIR AND EXHIBITION OF GI





PROGRAM

14:00h Round Table: GIs at the Time of Sustainability

Moderator: Massimo Vittori, Managing Director, oriGIn

Speakers representing Brazilian GIs:

- * Litoral Norte Gaúcho, Rice (Association of North Coast Rice Producers of Rio Grande do Sul)
- * Costa Negra, Shrimp (Association of Shrimp Farmers of Costa Negra)
- * PiauÍ, CajuÍna (Union of Associations and Cooperatives and CajuÍna Producers of the State of PiauÍ - PROCAJUÍNA)
- * Vale dos Vinhedos, Wine (Association of Fine Wine Producers of Vale dos Vinhedos – APROVALE)
- * Franca, Shoes (Association of Franca Shoe Manufacturers)

15:00h Coffee Break

15:15h Round Table: GIs at the Time of Sustainability (Continued)

Speakers representing international GIs:

- * Mr. Gustavo Rodriguez Báez, Red de Inversiones y Exportaciones (REDIEX), Ministry of Commerce, Paraguay
- * Mr. Qiu Yueming, China National Institute of Standardization (CNIS), China
- * Mr. Pierre Marie Théodore Etoa Abena, Office national du cacao et café, Cameroon
- * Mr. Sébastien Breton, Conseil National Appellations d'Origine Laitières (CNAOL), France

16:00h Origin Film Festival – Projection of short movies on GIs

18:00h Closing ceremony

Prof. Dr. Luís Otávio Pimentel (President of National Institute of Industrial Property -INPI) & SEBRAE's representative

