

## IV OriGIn General Assembly

PALACIO DE EXPOSICIONES Y CONGRESOS DE TERUEL  
POLIGONO LOS PLANOS S/N  
TERUEL (SPAIN)  
24, 25, 26 JUNE 2009

### Program

<b>Wednesday, June 24</b>	
16.00 – 19.30	Registration of Participants
20.00 – 22.00	Special Dinner
<b>Day One, Thursday, June 25</b>	
MORNING SESSION	
09.30 – 10.00	<p><b>Welcome and Opening Remarks</b></p> <p>Mr. Antonio Arrufat Gascon, President, Diputación Provincial de Teruel Mr. Miguel Ferrer Gorriz, Alcalde de Teruel</p>
10.00 – 10.20	<p><b>Opening Keynote</b></p> <p>Mr. Luis Fernando Samper, President, OriGIn and Director of Intellectual Property, Colombian Coffee Federation</p>
10.20 – 10.25	<p><b>Presentation of the IV OriGIn General Assembly</b></p> <p>Mr. Massimo Vittori, Secretary General, OriGIn</p>



<p>10.25 – 11.40</p>	<p><b>Topic I: GIs as a Global Phenomenon: Success Stories in Setting-up and Developing GIs</b></p> <p>Moderator: Mr. Christian Amblard, Director, Syndicat du Pruneau d’Agen</p> <ul style="list-style-type: none"> <li>• <i>Jamón de Teruel</i>, Mr. Fernando Guillén Pérez, Director, CRDOP Jamón de Teruel</li> <li>• <i>Tequila</i>, Mr. Ramón González Figueroa, Director General, Consejo Regulador del Tequila (CRT)</li> <li>• <i>Darjeeling Tea</i>, Mr. Kaushik Basu, Darjeeling Tea Association</li> <li>• <i>Finished Leather do Vale dos Sinos</i>, Mr. Fernando Henrique Schwanke, Technical Consultant, Finished Leather do Vale dos Sinos</li> <li>• <i>A Huge and Somehow Unexplored Potential: African GIs</i>, Mr. Cécé Kpohomou, Chief of GI Projects, African Intellectual Property Organization (OAPI)</li> </ul>
<p>11.40 – 12.00</p>	<p><i>Coffee Break</i></p>
<p>12.00 – 13.30</p>	<p><b>Topic II: Reconciling the Protection of GIs and Trademarks</b></p> <p>Moderator: Mr. Luis Berenguer, Lawyer, Director, LB&amp;A</p> <ul style="list-style-type: none"> <li>• <i>The Point of View of GI Producers</i>, Mr. Stefano Fanti, Director, Consorzio del Prosciutto di Parma</li> <li>• <i>The Point of Legal Practitioners</i>, Mr. Stanton J. Lovenworth, Partner, Dewey &amp; LeBoeuf LLP</li> <li>• <i>The Point of View of a National Trademark Office</i>, Ms. Alexandra Grazioli, Senior Legal Advisor, Federal Institute of Intellectual Property (IPI), Switzerland</li> <li>• <i>The Point of View of a Regional Trademark Office</i>: Mr. Ignacio de Medrano Caballero, Deputy Director, Institutional Affairs and External Relations Department, Office of Harmonisation for the Internal Market (OHIM)</li> </ul>
<p>13.30 – 15.00</p>	<p><i>Networking Lunch</i></p>
<p>AFTERNOON SESSION</p>	



15.00 – 17.00

## Topic III: International Protection of GIs

Moderator: Mr. Luis Fernando Samper

- *Mr. Espinosa Octavio*, Director, Legislative and Legal Advice Division, World Intellectual Property Organization (WIPO)
- *Mr. Devigne Luc*, Head of Unit, Intellectual Property, Public Procurement, Directorate-General for Trade, European Commission
- *Mr. Patrick J. Kole*, Vice President, Legal & Government Affairs, Idaho Potato Commission
- *Mr. Mboi E. Misati*, Senior Patent Examiner and Head of Outreach, Research & Collaborations, Kenyan Industrial Property Institute
- *Prof. Felix Addor*, Deputy Director General and Chief Legal Counsel, Swiss Federal Institute of Intellectual Property (IPI)

19.00 – 22.00

*Visit and Gala Dinner in Teruel*

## Day Two, Friday, June 26

### MORNING SESSION

09.00 – 10.30

## Topic IV: Leveraging on your GI: how to use GIs to add value

Moderator: Mr. Chema Ferrer, writer and gastronome

- *Using GIs to Maximize the National Export Potential*, Mr. Leo Bertozzi, Member of the Board, Associazione Italiana Consorzi Indicazioni Geografiche (AICIG)
- *GIs and Tourism Opportunities*, Ms. Ana Soeiro, Secretary General, Associação Nacional de Municípios e de Produtores (QUALIFICA), Portugal

10.30 – 10.50

## Presentation of the "First OriGIn Culinary Art Award"

Mr. José Manuel Varó, Chef, Alicante (Spain)



10.50 – 11.00	<i>Coffee Break</i>
11.00 – 11.40	<p><b>OriGIn Action Plan</b></p> <ul style="list-style-type: none"> <li>• <i>2007-2009: A Successful Biennium</i>, Mr. Luis Fernando Samper</li> <li>• <i>2008 Accountancy and 2009 Budget</i>, Mr. Alain Farine, Director of the Swiss Association of AOC-IGP</li> <li>• <i>OriGIn Action Plan 2009-2013</i>, Mr. Massimo Vittori</li> </ul>
11.40 – 12.15	<b>OriGIn Plenary Session – Renewal of Organs</b>
12.15 – 12.30	<p><b>Concluding Remarks</b></p> <p>Sr. Ramón González Figueroa, OriGIn President</p>
12.30 – 12.45	<b>Testing by the Jury of the GI Dishes and Selection of the Winner of the “First OriGIn Culinary Art Award”</b>
12.45 – 14.00	<i>Lunch</i>