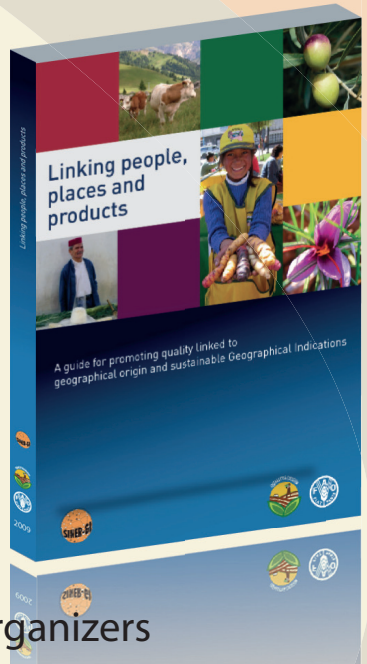
Context

Geographical Indications are a tool for protecting intellectual property rights over names associated with local specific quality products, as well as a tool for market access and rural development in developing countries. The relevance of the use of this tool has been growing over the last years and several cooperation programs have been initiated. These initiatives have been taken at different levels, involving different donors. To better formulate, implement and measure impacts of such programs, several actors have expressed their need for sharing experiences and best practices.

Objectives and expected outputs

The objective of this meeting is to bring together different stakeholders involved in development programs related to geographical indications and origin products in order to share experiences, to have a better knowledge of their respective activities and approaches and to discuss areas of collaborations.
The main expected outputs will be the identification of best practices, major needs and possible synergies in coordinating the different actions and approaches.

The jointly organized meeting by FAO, oriGIn and AGRIDEA will be held in English



The organizers

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www. foodquality-origin.org

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Geneva-Switzerland
11th June 2010

Château de Penthes
near Palace of Nations
Chemin de l'Impératrice 18
1292 Pregny-Genève

Expert meeting on technical cooperation programs related to origin-linked products and geographical indications

Organization for an International Geographical Indications Network (oriGIn)

Food and Agriculture Organization of the United Nations (FAO)
FAO Program: Quality linked to geographical origin

Swiss Association for the Development of Agriculture and Rural Areas (AGRIDEA

With the financial support of:

PROGRAMME

9.30 OPENING AND WELCOME ADDRESS

Mr Ambassador Luzius Wasescha
Permenant representative of Switzerland in the WTO
Mr Ali Arslan Gurkan
FAO liaison officer in Geneva
Ms Francesca Toso
WIPO
Ms Urzula-Maria Stepkowska
DG-AGRI (European Commission)
Mr Fernando Cano
Consejo Regulador del Tequila and representative of oriGIn Presidency

9.55 INTRODUCTION

Objectives and needs for knowledge sharing on technical cooperation programs related to GI
Ms. Florence Tartanac (FAO)
Presentation of participants

10.10 INVESTIGATION RESULTS

"Geographical Indications and International Cooperation in developing countries: an exploratory analysis of projects and institutions".
Ms Dominique Barjolle (AGRIDEA)
Ms Marta Salvadori (University of Florence)

10.30 TOPIC 1

Integrating local, national and regional levels in defining and implementing origin products and GI related strategies, policies and technical cooperation programs
Ms Emilie Vandecandelaere (FAO)
Ms Hélène Ilbert & Ms Anna Antonelli (CIHEAM)
Discussant: Ms Francesca Toso (WIPO)

11.00 Coffee break

11.20 TOPIC 2

Setting up GIs: mobilizing producers and local stakeholders, need of collective organization and setting up rules (code of practices)
Mr Sorinel Ghetau (UCODEP)
Mr Pascal Bernardoni (SEEDEV)
Discussant: Prof. Zoubida Charrouf (University Mohamed V of Rabat)

11.45 TOPIC 3

Mobilizing institutions: cooperation between intellectual property and agri-cultural institutions, and the inter-institutional project steering group. Implementers privileged institutions involved in the conceptual design of a project pilot phase.
Ms Irenka Krone (SECO)
Mr Ingo Meitinger (IPI)
Discussants: Ms Urszula-Maria Stepkowska DG-AGRI

12.15 TOPIC 4

GIs and the link to the market: type of market (local, national, international), market growth perspectives, promotion strategies, financing, etc.
Ms Marie-Cécile Thirion (AFD)
Mr Damergi Chokri (INAT)
Discussant: Ms Sophie Réviron (AGRIDEA)

12.40 FINAL QUESTIONS, MORNING SYNTHESIS

Ms Dominique Barjolle (AGRIDEA)
Mr Milos Milovanovic (MAFWM-Serbia)

13.00 Lunch

AFTERNOON SESSION: EXCHANGE ON POTENTIAL COOPERATION PROJECTS

14.30 EXCHANGE ON THE RECOGNIZED AND POTENTIAL IMPACT OF PROJECTS/PROGRAMS RELATED TO GEOGRAPHICAL INDICATIONS AND ORIGIN-LINKED PRODUCTS

Mr Peter Damary (AGRIDEA)

15.10 NEEDS AND POTENTIAL PROJECTS IN GI RELATED FIELDS

Inventory through exchange
Mr Massimo Vittori (oriGIn)

16.10 Coffee break

17.00 FINAL SYNTHESIS AND CLOSING SPEECHES

Prof. Zoubida Charrouf
(University Mohamed V of Rabat)
Mr Massimo Vittori (oriGIn)

17.30 CLOSING OF THE MEETING

oriGIn
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DEVELOPING AGRICULTURE AND RURAL AREAS