



Conference on Geographical Indications

“Adding Value to Limited Volumes”

Brussels, Belgium
3rd, 4th, 5th November 2010

WEDNESDAY 3RD, THURSDAY 4TH, FRIDAY 5TH OF NOVEMBER 2010

9.00 a.m.

FORMAL OPENING

Opening Remarks:

H.E. Dr Ibn Mohamed Chambas, Secretary General of the ACP Group of States (TBC)
H.E Patrick Gomes, Ambassador of Guyana in Brussels, Chairman of the ACP Committee of Ambassadors

Mr Gary Quince, European Commission, Director AIDCO C4 (TBC)

Opening of the Conference

The Protection and Administration of Geographical Indications: Creating Wealth and Improving Trade Opportunities for ACP Countries

INTRODUCTION

The trade liberalisation process taking place at the international level since the establishment of the World Trade Organization (WTO) in 1994 has significantly increased the level of global competition, with some countries losing market shares at the expense of others. ACP firms, in particular, have recently faced a gradual erosion of their tariff preferences and market shares in traditional EU markets at the expense of other, more competitive developing country (DC) producers. One available mechanism to reverse this negative trend is for ACP firms to have recourse to product differentiation in terms of characteristics and reputation enabling the development of niche markets for ACP products.

Geographical indications (GIs), which allow producers to establish a link between the characteristics, quality and reputation of a product and a given place/territory, offer a possible differentiation solution for ACP firms. In addition to their product-marketing and value-enhancement benefits, however, GIs also make it possible to trigger a dynamic of local development based on a local-product approach. The protection of GIs thus constitutes an important tool that may be used by policymakers to stimulate socioeconomic development of ACP countries and regions. Linked to the complex question of intellectual property rights (IPRs) protection, many ACP countries are also confronted with the need to enact necessary GI protection legislation in order to satisfy the obligations arising from the WTO Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement).

There is presently the potential for a number of ACP products to benefit from GI certification – Madagascan vanilla; Jamaican blue mountain coffee; Ugandan bark cloth and South African rooibos tea being cases in point. Accordingly, many international and regional organisations have recently worked on the issue of GIs in ACP countries and regions, with examples including WIPO, OAPI, ARIPO, AFD and others. Notably, in the ACP Ministerial Declaration set forth during the Seventh Session of the WTO Ministerial Conference, the ACP Group recognised that “GIs have both offensive (products that we can protect in external markets) and defensive (foreign products that we will need to protect in our own markets) interests for ACP States.” The ACP Group thus called for a “deeper analysis of potential GIs in ACP States without prejudice to the ACP position on the matter.”

The ACP-EU experts meeting on GIs held in Montpellier, France in March 2009, as well as the ACP Secretariat/CTA Seminar on GIs organized in Brussels in September 2009, underscored the importance of continued dialogue and experience-sharing on the issue of GIs. They also highlighted that ACP countries and regions are in clear need for additional technical support to carry out necessary policy, legislative and institutional reforms enabling ACP producers to take advantage of GIs. It is expected that the organization of an all-ACP Conference, the details and preliminary agenda of which are outlined in this document, will contribute to further information-sharing and the development of expertise that will enhance the capacity of ACP countries and regions to utilize GIs to stimulate economic development of the ACP Group

CONFERENCE AGENDA

3rd NOVEMBER 2010

Time	Activity/Discussion Topic		Keynote Speaker(s)	Moderators
8:30 a.m. – 9:00 a.m.	Registration			H.E Lingston Cumberbatch
9:00 a.m. – 9:15 a.m.	Welcome and Opening Remarks			
9:15 am – 9:30	<u>Introduction to the concept of Geographical Indications for origin-based products; Different legal means for protection (TM, sui generis system) and relevance of GIs in the ACP context</u>		Professor Ruth Okediji	
SESSION 1: PROTECTING ORIGIN-BASED PRODUCTS – BASIC REQUIREMENTS				
9:30 a.m. – 9:50 a.m.	<u>Practical implications in setting-up GIs: choosing the name, defining the product, outlining specifications, geographical area, creating consortia, ensuring controls, role of public institutions</u>		Bernard O'Connor	Massimo Vittori
9:50 a.m. – 10:10 a.m.	<u>Geographical indications maintenance costs: code of specification, registration, collective organization and other center of costs.</u>		Jean-Claude Pons	
10:10 a.m. – 10:40 a.m.	Questions and Discussion			
10:40 a.m. – 11:10 a.m.	Coffee and Tea Break			
11:10 am- 11:40	<u>GI qualification process</u>	<u>Bark cloth from Uganda</u>	Mrs Katerlibe	
		<u>Poivre Blanc de Penja</u>	Mr Metomo Claude	
		<u>Sel de Guérande</u>	Charles Perraud	

Time	Activity/Discussion Topic		Keynote Speaker(s)	Moderators
11:40 am– 12:00	<u>Achieving collective organization in the GI process: Key-role and challenges</u>	<u>Parmigiano Reggiano</u> <u>Coffee from Kenya</u>	Pier Maria Saccani George Odhiambo	Malcom Spence
12:00 – 12:20	<u>National registration and verification systems</u>	<u>Oignon du Pays du Dogon</u> <u>Huile de Nyons</u>	Mr Ambacane Serge Roux	
12:20 – 12:40	<u>Support of the public authorities and external actors</u>	<u>Coffee and Cocoa from Cameroon</u> <u>Argane</u>	Pierre Etoa Abena Audrey Aubard	
12:40 p.m. – 13:00 p.m.	Questions and Discussion			

13:00 p.m. –	LUNCH			
SESSION 2				
OPPORTUNITIES AND CHALLENGES FOR GEOGRAPHICAL INDICATIONS ON THE GLOBAL MARKET , CASE STUDIES				
2:15 pm 2:30 pm	<u>Reputation and positioning on the global markets</u>	<u>Grenade Industries</u> <u>Coffee from Ethiopia</u>	Cecile la Grenade Prince Nasser	Professor Ruth Okediji

2:30 pm 3:00 pm	<u>Pro-active marketing strategy</u>	<u>Tequila</u> <u>Arrow root Industry Association</u>	Fernando Cano Cauldric Browne	
3:00pm 3:30 pm	<u>Premium price paid</u>	<u>Comté</u> <u>Riz de Carmague</u>	Jean-Jacques Bret Benjamine Van de Putt	
3:30 pm	<u>Coffee and Tea Break</u>			
3:45 pm 4:15 pm	<u>Enforcing GI protection on foreign markets</u>	<u>Coffee from Jamaica</u> <u>Bavarian brewers association</u>	Loreen Walker Robert Scholz	
4:15 pm 4: 35	<u>Global initiatives in the field of Geographical indications: promoting and protecting the concept through civil society; the case of oriGIIn</u>		Massimo Vittori	
4:35 pm- 5:15	<u>Questions and Discussion</u>			

4TH NOVEMBER 2010

Time	Activity/Discussion Topic	Keynote Speaker(s)	
SESSION 3 GEOGRAPHICAL INDICATIONS IN THE CONTEXT OF INTERNATIONAL COOPERATION: INTEGRATING NATIONAL, REGIONAL AND INTERNATIONAL LEVELS			
9:00 a.m. – 9:30 a.m.	<u>ACP-EU cooperation policy in the field of GIs: the protection system for non-EU products and EPA-related issues</u>	N.Sivenas	

Time	Activity/Discussion Topic	Keynote Speaker(s)	
9:30 a.m. – 10:00 a.m.	<u>What future for the protection of Appellations of Origin within WIPO? The Working group on the Development of the Lisbon System</u>	Matthijs Geuze	Bernard O’connor
10:00 a.m. -10:20 a.m.	<u>Questions and Discussion</u>		
10:20 a.m. – 10:50 a.m.	<u>Coffee and Tea Break</u>		
10:50 a.m. -11:10 a.m.	<u>The need for international cooperation in the field of GI and issues resulting from international protection of GIs in WTO</u>	Thu-Lang WASECHA	
11:10a.m. -11:30a.m.	<u>Questions and Discussion</u>		
11:30 a.m. -11:15p.m.	LUNCH		
SESSION 4 MOBILIZING INSTITUTIONS AND FUND FOR GI IMPLEMENTATION			
1: 15 p.m. -1:30p.m.	<u>Introductory remarks on organization of the matchmaking</u>	David Thual	
1: 30p.m. -3:00p.m.	<u>Match-making between EU and ACP stakeholders and exchange of best practices</u>		
3: 30 p.m. -3:45 p.m.	<u>Coffee and Tea Break</u>		
3:45 pm – 4:30	<u>PRESS CONFERENCE: Geographical indications as a tool for development</u> Bernard O’connor – Professor Ruth Okediji - David Thual – Massimo Vittori		
SESSION 4 (BIS) ROUND TABLE – NEED ASSESSMENTS IN COOPERATION AND TECHNICAL ASSISTANCE			
4: 30 p.m. - 5:15 p.m.	<u>EU-ACP Cooperation policy in the field of geographical indications; EPA-related issues</u>	EU Delegation in Geneva	Chaired by ARIPO/ OAPI/ PIFS/CARICOM
5:15 a.m. – 6:00 p.m.	<u>The need for technical assistance: future of EU funding for ACP projects in the field of GIs</u>	Paulin Edou Edou ASG ACP Achille Bassilekin	Chaired by ARIPO/ OAPI/ PIFS/CARICOM

5th NOVEMBER: RECOMMENDATIONS

TIME	SESSION 5 : EXHIBITION, LEARNING LESSONS AND WAY FORWARD	
10:00 am – 10:30 am	Facilitating access to the EU market for ACP GIs: general import conditions	Maryse Coutsouradis EU Helpdesk for developing countries
10:30 am – 11:00 am	Recommendations of producers	
11:00 am – 11:30 am	Recommendations of public stakeholders	
11:30 am – 12:00 am	Questions and Discussions	

Closing Remarks