

International Conference on the Latest Trends in the Geographical Indications (GIs) Sector

Museo de Arte de Zapopan, Jalisco (Mexico), 30 September 2011



Program

08.00 – 09.00 Registration

Morning Session

09.00 – 09.30 Opening Remarks

Mr. Ramón González Figueroa, President, oriGIn and Director General, Consejo Regulador del Tequila (CRT)

Mr. José Rodrigo Roque Díaz, Director General, Instituto Mexicano de la Propiedad Industrial (IMPI)

Mr. Ernesto Fernández Arias, Under Secretary, Development of Agrobusiness, Mexican Ministry of Agriculture

Mr. Miguel Ángel Domínguez Morales, President, CRT

Mr. Héctor Vielma, President, Municipality of Zapopan

Mr. Fernando Guzmán Pérez Peláez, Secretary General, State of Jalisco

09.30 – 09.45 Keynote speech, Mr. Riccardo Deserti, Food Quality Expert / Former Director General, Italian Ministry of Agriculture

09.45 – 10.00 Coffee Break

10.00 – 11.00 Topic I: Success Stories in Managing National Associations of GIs

Moderator: Mr. Alain Farine, Director, Association Suisse des AOC-IGP

Speakers:

ORIGEN ESPAÑA, Mr. Federico Moncunill Gallo, Director, Executive Committee, Asociación Española de Denominaciones de Origen (ORIGEN ESPAÑA)

The Italian Experience, Mr. Giorgio Bocedi, Legal Counsel, Associazione Italiana Consorzi Indicazioni Geografiche (AICIG)

The Association of Mexican DOs, Mr. Ramón González Figueroa, President, Asociación Nacional de Denominaciones de Origen (ANDO)

The French Dairy Designations of Origin Organization, Mr. Dominique Chambon, President, Conseil National des Appellations d'Origine Laitière (CNAOL)

11.00 – 11.30 Discussion

11.30 – 12.15 Topic II: The Latest Challenges for GIs in the Wine and Spirits Sector

Moderator: Mr. Ramón González Figueroa, Director General, CRT

Speakers:

The Fight Against Counterfeiting in Light of the Existing Penal and Customs Measures in Europe, Mr. Jean-Luc Barbier, Director General, Comité interprofessionnel du vin de Champagne (CIVC)

New EU Practice in Negotiating Bilateral Agreements on GIs, Mr. David Thual, oriGIn Expert on EU Issues and European Federation of Origin Wines (EFOW) Advisor

The Agreement between the Consejo Regulador de la Denominación de Origen Pisco and the CRT: a Strategy of Cooperation and Promotion, Mr. Jaime Marimón Pizarro, President, Consejo Regulador de la Denominación de Origen Pisco

12.15 – 12.45 Discussion

12.45 – 13.30 Partnership Agreements

Consejo Regulador de la Denominación de Origen Pisco & CRT

Direction General of Intellectual Property of Paraguay & CRT

Establishment of Asociación Mexicana de Denominaciones de Origen (ANDO)

13.30 – 15.00 Networking Lunch

Afternoon Session

15.00 – 16.00 Topic III: North America: a New Frontier for GIs?

Moderator: Mr. Patrick J. Kole, Vice-President, Idaho Potato Commission

Speakers:

DOs in Mexico: Specific Needs of a Growing Sector, Mr. Eliseo Montiel Cuevas, Divisional Director of the Trademarks Area, IMPI

The Experience of Quebec in the Protection of GIs, Mr. Denis Paul Bouffard, President/Director General, Conseil des appellations réservées et des termes valorisants (CARTV)

Napa Valley: A Success Story in GI Protection and Promotion, Mr. Rex Stults, Industry Relations Director, Napa Valley Vintners (NVV)

Challenges for Producers in Setting-up Product Differentiation Schemes in the US, Mr. Greg Thompson, General Manager, Prune Bargaining Association

16.00 – 16.30 Discussion

16.30 – 17.15 Topic IV: GIs, Innovation and Sustainable Development

Moderator: Mr. Massimo Vittori, Secretary General, oriGIn

Speakers:

GI Protection in China, Mr. Wang Zhongmin, President, China National Institute of Standardization (CNIS)

Coffee Journey - Virtual Trips to Origins, Mr. Luis Fernando Samper, Chief Communications and Marketing Officer, Federación Nacional de Cafeteros de Colombia

The WIPO Project on Intellectual Property and Product Branding for Business Development and its Implementation in Panama, Mr. Aresio Valiente López, Attorney at Law

GIs and Rural Development in Kenya, Mr. Simon Ndaba Mwangi, Officer, Quality Control & Assurance, Coffee Board of Kenya

17.15 – 17.45 Discussion

17.45 – 18.00 Coffee Break

18.00 – 19.30 oriGIn “GIs for Consumers” Event

Mr. Pablo Latapi - a Mexican journalist - and Ms. Ida Puzone - Project Manager at oriGIn - will interview representatives from various GI associations. The products will be presented with a special focus on the characteristics that make each GI unique. During the interviews, a Mexican “Chef” will prepare various combinations using the GIs participating in the event mixing them with Mexican products. The creative concoctions will be tested by a panel of Mexican journalists as well as representatives of national consumer organizations.

21.30 – 23.30 Gala Dinner

Patio de Los Naranjos, Instituto Cultural Cabañas

Saturday, October 1: field visit to Tequila

An excursion to the heart of the Tequila Appellation of Origin will take place on Saturday, October 1st, 2011.

Participants will be immersed in the culture of Tequila, the first Mexican Appellation of Origin. The trip will start with a visit to the fields of *Agave Tequilana Weber blue*, the only variety of agave permitted for the Tequila production, recognized by UNESCO as human heritage. The participants will also see its harvest, known as “Jima”, in front of the mountain and volcano of Tequila. Later the group will head to the town of Tequila where the production process of the national beverage of Mexico will be shown by the experts and experienced by all. Finally, the participants will enjoy the livelihood and cheerfulness of the “Mexican Fiesta” through music, dance and local gastronomy in one of the ancient Tequila Haciendas.