

INTERNATIONAL CONFERENCE GEOGRAPHICAL INDICATIONS (GIs) IN THE XXI CENTURY



Bordeaux, May 21, 2013
Plenary Hall, Hôtel de la Région Aquitaine
14 rue François de Sourdis
33000 BORDEAUX

Within the framework of the General Assemblies of the AREPO and oriGIn, which will take place on Monday 20 May in Bordeaux (Aquitaine), an International Conference on Geographical Indications (GIs) in the XXI Century will be held on May 21.

The conference – which tackles some of the key issues touching upon the protection and management of GIs in the XXI century – will gather the representatives of some of the most famous GI producers' associations in the world as well as top GI specialists. It will be a unique opportunity of experience sharing, learning and networking.

The Conference is open to the representatives of GI producers, policy makers, experts in the various fields related to GIs (law, economics, agricultural development, sociology, etc.), journalists and students.

PROGRAM

09.00 – 10.00 WELCOME ADDRESS

Mr. Alain Rousset, President, Regional Council of Aquitaine

Mr. Ramón González Figueroa, President oriGIn

Mr. Tiberio Rabboni, President, AREPO

10.00 – 10.45 PANEL I: THE PROTECTION OF GIs AT THE GLOBAL LEVEL – MAJOR CHALLENGES IN THE XXI CENTURY

Moderator : Mr. Paolo Degiorgi, Federal Department of Economic Affairs, Education and Research (EAER), Swiss Federal Office for Agriculture (FOAG)

• GI Promotion and Defence in the World, Mr. Michel Prugue, President, Institut National pour la Qualit  et L'Origine (INAO)

• Counterfeiting: Experiences and Challenges, Mr. Luis Fernando Samper, Chief Communications and Marketing Officer, Colombian Coffee Growers Federation

• GI Protection on the Internet, Mr. Mario Pomares Caballero, Managing Partner, Berenguer&Pomares Abogados, Member of the Executive Committee of oriGIn

• GI Protection in Emerging Economies, Ms. Catherine Le Page, Director, Bureau National Interprofessionnel du Cognac (BNIC)

10.45 – 11.15 Discussion

11.15 – 11.30 Coffee Break

11.30 – 12.15 PANEL II: 2013, A KEY YEAR FOR PROTECTED DESIGNATION OF ORIGIN (PDO) AND PROTECTED GEOGRAPHICAL INDICATIONS (PGI) IN THE EUROPEAN UNION (EU)

Moderator: Mr. Stefano Vaccari, Director General, Italian Ministry of Agriculture (Mipaaf)

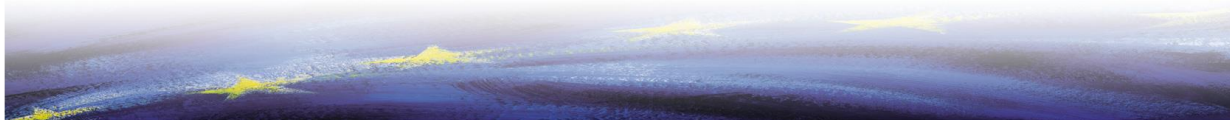
• An Overview, Mr. Michael Erhart, Head of Unit Agricultural product quality policy, European Commission's Directorate-General for Agriculture and Rural Development

• Planting Rights for Wines, Mr. Bernard Farges, President, Conf d ration Nationale des producteurs de vins et eaux de vie de vin   Appellations d'Origine Contr l es (CNAOC)

• The Trademark Law Reform and its Impact on PDO / PGI, Mr. Oscar Mondejar, International Cooperation and Legal Affairs Department, Office for Harmonisation in the Internal Market (OHIM)

12.15 – 12.30 Discussion

12.30 – 14.00 Lunch



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14.00 – 14.45 PANEL III: INTERNATIONAL NEGOTIATIONS CONCERNING GIs

Moderator: Ms. Ana Soeiro, Secretary General, Associação Nacional de Municípios e de Produtores para a Valorização e Qualificação dos Produtos Tradicionais Portugueses (QUALIFICA)

- Progress in Bilateral and Regional Agreements, Mr. Bernard O'Connor, NCTM O'Connor

- Progress in the Lisbon System Reform at the World Intellectual Property Organization (WIPO), Mr. Matthijs Geuze, Head, International Appellations of Origin Registry, WIPO

- Needs and Expectations of the GI sector in the USA in Terms of Multilateral Trade Rules Affecting GIs, Mr. Patrick J Kole, Vice President, Legal and Government Affairs Idaho Potato Commission

14.45 – 15.15 Discussion

15.15 – 15.30 Coffee Break

15.30 – 16.00 PANEL IV: NON AGRICULTURAL GIs: A STRATEGIC ISSUE

Moderator: Mr. David Thual, Managing Director, Insight Consulting

- Non-agricultural GIs in India, Mr. Subhajit Saha, Andhra Pradesh Technology Development and Promotion Centre (APTDC)

- The case of Porcelaine de Limoges, Mr. Alain Mouly, President, Union des Fabricants de Porcelaine de Limoges

- Artistic and traditional ceramics protection in Italy, Mr. Claudio Gheller, Vice-President, Associazione italiana città della ceramica (AICC)

16.00 – 16.30 Discussion

16.30 – 17.00 Conclusions and Closing Session

Mr. Dominique Graciet, President, Aquitaine Regional Chamber of Commerce

Mr. Jean-Pierre Raynaud, Vice-President, Regional Council of Aquitaine and President Coop France Aquitaine

20.00 Gala dinner at Château Lafitte-Laguens



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Wednesday May 22, 2013: Field Visit

09.30 – 17.00 (Option A): Origin products' tour at Guyenne / Périgord (vignobles, pruneaux, canard à fois gras)

oriGIn
Organization for an International
Geographical Indications Network

09.30 – 17.00 (Option B): Origin products' tour at Gascogne (canard à fois gras, poulet des Landes, Armagnac)



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