



**INTERNATIONAL SEMINAR OF APELLATIONS OF ORIGIN AND SUSTAINABLE DEVELOPMENT:
Conservation and use of traditional knowledge and its relationship to scientific and
technological innovation.**

June 05-06 2014, Chamber of Commerce, Guadalajara, Jalisco México

DRAFT PROGRAM

June 5 2014

09:00 - 09:30 HRS	REGISTER	
09:30-09:45 HRS	Welcome speech	H.E. MINISTRY ENRIQUE MARTINEZ Y MARTINEZ, Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food (to be confirmed)
09:45 - 10:00 HRS AUDITORIUM	OPENING EVENT	MR. MIGUEL ANGEL DOMINGUEZ MORALES; PRESIDENT, TEQUILA REGULATORY COUNCIL
10:00 - 10:30 HRS AUDITORIUM	MASTER CONFERENCE "IP STRATEGY IN LATAM Current Perspective at WIPO, development of Appellations of Origin"	MR. JUAN ANTONIO TOLEDO, REGIONAL DIRECTOR FOR LATIN AMERICA TO THE WORLD INTELLECTUAL PROPERTY ORGANIZATION (WIPO)
10:30 - 10:50 HRS	COFFEE BREAK	
<i>Simultaneous sessions in discussion panel format</i>		
10:50 - 12:50 HRS GDL 1 ROOM	"SCIENCE AND TECHNOLOGY AROUND THE DENOMINATIONS OF ORIGIN"	<ul style="list-style-type: none"> ➤ DR. PEDRO BRAJICICH GALLEGOS; GENERAL DIRECTOR OF INIFAP (INCORPORATION OF TECHNOLOGY IN THE PROCESS OF PRODUCTION) ➤ RICARDO AGUILAR CASTILLO, SECRETARY FOR FOOD AND COMPETITIVENESS SAGARPA (SUPPORT SCHEMES TO IMPROVE PRODUCTIVITY AND COMPETITIVENESS). ➤ TOMAS ORNELAS, UAG, PROFESSIONALIZATION ROLE IN DEVELOPING SECTORS. ➤ DR. JOSÉ DE ANDA SÁNCHEZ, GENERAL DIRECTOR, CENTER FOR RESEARCH AND TECHNOLOGICAL SUPPORT OF JALISCO (CIATEJ) ➤ UE OFFICER (PRACTICE AND EXPERIENCE IN EUROPE) <p>MODERATOR: DR. HECTOR GOMEZ, GENERAL DIRECTOR OF COECYTJAL</p>
10:50 - 12:50 HRS GDL 2 ROOM	BRANDING AND NEW STRATEGIES OF INTERNATIONAL PROTECTION	<ul style="list-style-type: none"> ➤ MR. DAVID FROST SCOTCH WHISKY. ➤ SRA. CATHERINE LE PAGE, GENERAL DIRECTOR OF BNIC, ➤ LUIS FERNANDO SAMPER ; COMMUNICATIONS AND MARKETING MANAGER OF THE NATIONAL FEDERATION OF COFFEE GROWERS OF COLOMBIA: "COMPREHENSIVE STRATEGIES FOR ACCESS TO NEW MARKETS". ➤ SR. JEAN-LUC BARBIER, DIRECTOR GENERAL CHAMPAGNE BUREAU, to be confirmed <p>MODERATOR: LIC. MIGUEL ANGEL MARGAIN GONZALEZ, GENERAL DIRECTOR OF IMPI.</p>



<p>13:00 - 14:00 HRS CHAMBER OF COMMERCE HALL COUNCIL</p>	<p>SIGNATURE OF COPPERATION AGREEMENTS</p>	<ul style="list-style-type: none"> ➤ MR. DAVID FROST, CHIEF EXECUTIVE SCOTCH WHISKY. ➤ SR. JEAN-LUC BARBIER, GENERAL DIRECTOR OF WINE CHAMPAGNE INTERPROFESIONAL COMMITTEE. TO BE CONFIRMED ➤ SR, AGUINALDO JOSE DE LIMA, IBRAC DIRECTOR. TO BE CONFIRMED ➤ SRA. CATHERINE LE PAGE, GENERAL DIRECTOR OF BNIC
<p>14:00 - 15:30 HRS</p>	<p>LUNCH (LEISURE)</p>	
<p>15:30 - 16:00 HRS AUDITORIUM</p>	<p>MASTER COFERENCE "CURRENT SCENARIO FOR FOOD SAFETY"</p>	<p>Walter Villegas RESEARCH DIRECTOR OF WATERS</p>
<p>16:10 - 16:20 HRS</p>	<p>COFFEE BREAK</p>	
<p>16:20 - 18:20 HRS GDL 1 ROOM</p>	<p>"FACING NEW CHALLENGES FOR MARKETING PRODUCTS"</p>	<ul style="list-style-type: none"> ➤ MTRO. MIKEL ARRIOLA PEÑALOSA; <i>Federal Commissioner for Protection against Health Risks (COFEPRIS), "The role of COFEPRIS to the new challenges of global trade."</i> ➤ MARIBEL LOPEZ, <i>The conformity assessment as a tool for growth on Denominations of Origin.</i> ➤ DR. BERNHARD URL; Executive Director of EUROPEAN FOOD SAFETY AUTHORITY EFSA: <i>New challenges for the European Union's food safety. To be confirmed</i> ➤ DR. FELIPE CRUZ; <i>(The plant genetics research as the base of both productivity and mechanisms of protein for resistance to pathogens).</i> <p>MODERATOR: DR. RAFAEL AYALA, CASA CUERVO S.A. DE C.V.</p>
<p>16:20 - 18:20 HRS GDL 2 ROOM</p>	<p>Challenges in GI enforcement</p>	<ul style="list-style-type: none"> ➤ STEFANO VACCARI, MIPAAF (to be confirmed). ➤ CHRISTOPHER ZIMMERMANN, <i>World Customs Organization WCO to be confirmed</i> ➤ ERSILIA MOLITERNO; <i>Responsible for Spirit drinks in the general direction of agriculture EU.</i> <p>MODERADOR: ANDREW STANDLEY <i>Representative of the European Union in Mexico</i></p>



June 06 2014

10:00 - 10:30 HRS AUDITORIUM	"Global actions in favor of sustainable development"	DR. MARIO MOLINA , CHEMISTRY NOBEL PRIZE 1995 and President of Mario Molina center.
10:30 - 11:00 HRS	COFFEE BREAK	
<i>Simultaneous sessions in discussion panel format</i>		
11:00 - 13:00 HRS GDL 1 ROOM	"INNOVATION AND SUSTAINABILITY AROUND THE APPELLATIONS OF ORIGIN"	<ul style="list-style-type: none"> ➤ ING. CARLOS MENA BRITO; MARIO MOLINA CENTER. ➤ MTRA. JULIA CARABIAS LILLO, DEPARTMENT OF ECOLOGY AND NATURAL RESOURCES, UNAM ➤ RODOLFO LACY TAMAYO; SECRETARY FOR PLANNING AND ENVIRONMENTAL POLICY, SEMARNAT. ➤ MR. DAVID FROST SCOTCH WHISKY. <p>MODERATOR: DR. EDUARDO BARZANA; GENERAL SECRETARY, UNAM.</p>
13:00 - 13:50 HRS GDL 1 Y 2 ROOMS	CONCLUSIONS	<p>DR. JOSÉ NARRO ROBLES, Director General, UNAM ITZCÓATL TONATIUH BRAVO PADILLA, Director General UdeG ANTONIO LEAÑO REYES, Director General UAG</p>
END OF THE EVENT.		

GENERAL ASPECTS TO CONSIDER:

Master conferences, would be 3 (two on Thursday and one on Friday) with a duration of 30 minutes each with no room for questions and answers.

Discussion panels, concurrent sessions with participation in each 4-5 speakers and 1 moderator, times of interventions of each of the speakers will be 20-25 minutes, the moderator keeps track of the table and until the end of the presentations the moderator will have 10 minutes to land the main ideas of what was proposed in the table by the speakers and finally give time for questions from the audience.

At the end of each table representatives from the tequila industry will hand out to each of the participants of the table recognition for their participation.

Conclusions