

# oriGIn Biannual Meeting

Radisson Blu Iveria Hotel, Tbilisi, Georgia

## International Conference on Geographical Indications

24 September 2019



oriGIn

Organization for an International  
Geographical Indications Network



საქართველოს ინტელექტუალური  
საკუთრების ეროვნული ცენტრი  
**საკპატი**  
**SAKPATENTI**  
NATIONAL INTELLECTUAL PROPERTY  
CENTER OF GEORGIA  
[www.sakpatenti.org.ge](http://www.sakpatenti.org.ge)

# Program

**09.00–09.30**      **Registration**

**09.30–10.00**      **Welcome address**

- Mr. Levan Davitashvili, Minister of Environment, Protection and Agriculture of **Georgia**
- Mr. Genadi Lebanidze, Chairman, National Intellectual Property Center of **Georgia (Sakpatenti)**
- Mr. Claude Vermot-Desroches, President, **oriGIn**
- Mr. Stefano Vaccari, Chief of the Department, “Ispettorato Centrale della Tutela della Qualità e della Repressione Frodi (**ICQRF**), Ministero delle Politiche Agricole Alimentari, Forestali e del Turismo” (**MIPAAFT**), **Italy**
- Mr. Pierre C. Runiga, Head of Policy, Legal & International Cooperation, African Regional Intellectual Property Organization (**ARIPO**)
- Mr. Meskhi, Mamuka, Assistant Representative for Georgia, Food and Agriculture Organization of the United Nations (**FAO**)

**10.00–10.20**      **Key-note speech:** The Geneva Act of the Lisbon Agreement and perspectives for the protection of Geographical Indications (GIs) at the international level, Ms. Alexandra Grazioli, Director of the Lisbon Registry, World Intellectual Property Organization (**WIPO**)

**10.20–11.20**      **Plenary session: Crucial issues for an international GIs agenda**

- The protection of GIs in bilateral treaties: the example of the GIs Agreement between Switzerland and Georgia, Ms. Manana Pruidze, Deputy Chairperson, **Sakpatenti, Georgia** & Mr. Erik

Thévenod-Mottet, Advisor for Geographical Indications, Swiss Federal Institute of Intellectual Property **(IPI), Switzerland**

- Priorities for GIs at the EU level in the legislature 2019-2024, Mr. Francis Fay, Head, Unit of Geographical indications, DG Agriculture and Rural Development, **European Commission**
- GIs and sustainability issues, Ms. Emilie Vandecandelaere, Food Systems Economist , **FAO**
- GIs and cultural heritage, synergies and opportunities, Mr. Cesare Mazzetti, President, **QUALIVITA Foundation, Italy**
- Panel discussion, moderated by Mr. Massimo Vittori, Managing Director of **oriGIn**

**11.20–11.40** Coffee-break

**11.40–13.40** **Parallel sessions (I):**

- A. Best practices in controls before commercialization and controls on the market. Facilitators: **Valoritalia, Italy** and **MIPAAFT , Italy**
- B. The GIs system in Georgia and cooperation among groups. Facilitators: **Origen España, Spain** and **oriGIn Georgia**
- C. Optimizing GI success through international cooperation (focus on developing countries). Facilitators: **FAO** and **oriGIn France**
- D. Cooperation within oriGIn for export markets' monitoring. Facilitators: Consejo Regulador del Tequila **(CRT), Mexico**, Consorzio di tutela del formaggio **Parmigiano Reggiano, Italy** and Consorzio di tutela **Prosecco DOC, Italy**

**13.40–15.00** Networking lunch

**15.00–17.00** **Parallel sessions (II):**

- E. GIs and trademarks: recent developments. Facilitator: **oriGIn**

- F. Sustainability strategies for GIs. Facilitators: **FAO, oriGIn and Coldiretti, Italy**
- G. Recent case law in the EU (evocation and GIs used as ingredients). Facilitators: **oriGIn and Bird&Bird**
- H. Raising GIs awareness in universities and research centers. Facilitators: **University of Alicante, Spain and Sakpatenti, Georgia**

**17.00-17.15**

Coffee break

**17.15-17.45**

**Plenary: Reports of parallel sessions and concluding remarks**

**17.45-18.00**

**Ceremony to celebrate the entry into force of the GIs Bilateral Agreement between Georgia and Switzerland followed by tasting of Georgian and Swiss GIs.**

**19.30**

Shuttle from the Radisson Blu Iveria Hotel to the Gala dinner at the restaurant “Tsiskvili” – **(Only for oriGIn Members and invited guests)**

**20.00**

Gala dinner, Opening Speech, Mr. Riccardo Deserti, Director, Consorzio di tutela del formaggio **Parmigiano Reggiano**