The Value of GI Brands and Brexit

1st April 2019

Brand Dialogue®

Workshop

Brand Dialogue
Workshop.

Brand Dialogue, a value-based communications agency, and OriGIn, a network promoting geographical indication (GI) products globally, are organising a workshop to explore the branded business value of GIs and their market situation following the withdrawal of the United Kingdom from the European Union.

The workshop will take place the day before the Brand Finance Global Forum: Understanding the Value of Geographic Branding and will include discussions on how GI brands can achieve commercial success in an ever-evolving global marketplace. Hear from speakers representing leading consortiums and trade bodies as they share the best strategies for GIs moving forward.

Brand Dialogue, a sister company of Brand Finance, has been promoting GIs in the UK for more than 25 years. Past and present clients include the Consortium of Parmigiano Reggiano, the Consortium of Prosciutto di Parma, Gorgonzola, Alaskan Salmon, and Picota del Jerte Cherries.

Join our experts and guest speakers as we explore the issues concerning GI brands in the post-Brexit future.

The Brand Dialogue Workship is organised in association with OriGIn.

oriGIn

Organization for an International
Geographical Indications Network

Confirmed 2019 Speakers.

Stefano Fanti
Director
Parma Ham Consortium

Stefano Fanti has been with the Parma Ham Consortium since 1989 covering many roles of responsibility. Since 1998 he is the General Manager. In this role, he works together with the President and the Board of Directors to define and carry out strategies, programmes and management policies for the Parma Ham sector, particularly in protecting its designation of origin and the corresponding trademark and enhancing the product in Italy and abroad.

David Haigh
Chief Executive
Brand Finance plc

David is the CEO and founder of Brand Finance plc, the leading independent brand valuation consultancy. He has worked in the area of branded business, brand and intangible asset valuation since 1991 and since January 1995 has specialised entirely in this area. David has represented the British Standards institute on the International Standards Committee working party on the standardisation of brand valuation methods and practices, whose standard (ISO 10668) was published in early 2010.

Marcus Höpperger
Senior Director
World Intellectual Property Organisation

Marcus Höpperger is Senior Director of the Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector of the World Intellectual Property Organization (WIPO). The Department is responsible for providing legal and policy advice to WIPO Member States in all questions of trademark, industrial design and geographical indication law, for servicing the WIPO Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications and for the administration of the Lisbon System of Appellations of Origin.

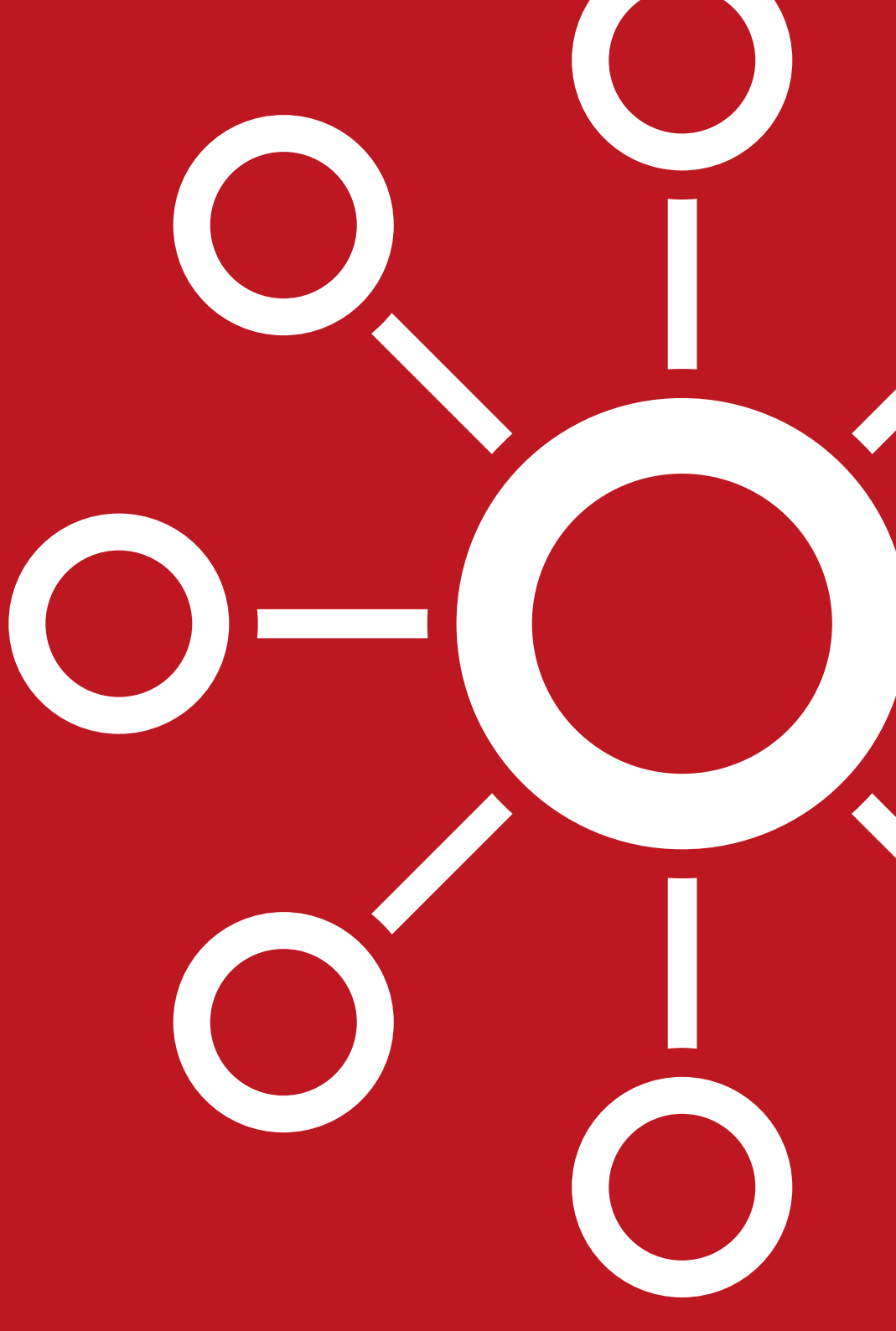
Lindesay Low
Deputy Director of Legal Affairs
Scotch Whisky Association

Lindesay is Deputy Director of Legal Affairs at the Scotch Whisky Association, the trade association of the Scotch Whisky industry. A Scottish solicitor and accredited as a Specialist in Intellectual Property Law, he has worked for the Association since 2001. He leads on its legal work across Asia-Pacific and the Americas: seeking protection for Scotch Whisky as an IP right across the region and managing legal actions against the producers of infringing products. He also has a particular interest in UK Customs' Verification Scheme for Scotch Whisky.

Massimo Vittori
Managing Director
OriGIn

Massimo Vittori is the Managing Director of oriGIn, in charge of the Organization's strategic planning and overall management. Massimo previously worked as a legal advisor at the International Trade Center (ITC) – a technical assistance agency of the World Trade Organization and the United Nations – where he was in charge of several projects in the field of intellectual property, trade law harmonization, model contacts for SMEs and alternative business dispute resolution mechanisms.

The Venue.



2019 Venue: The Royal Automobile Club.

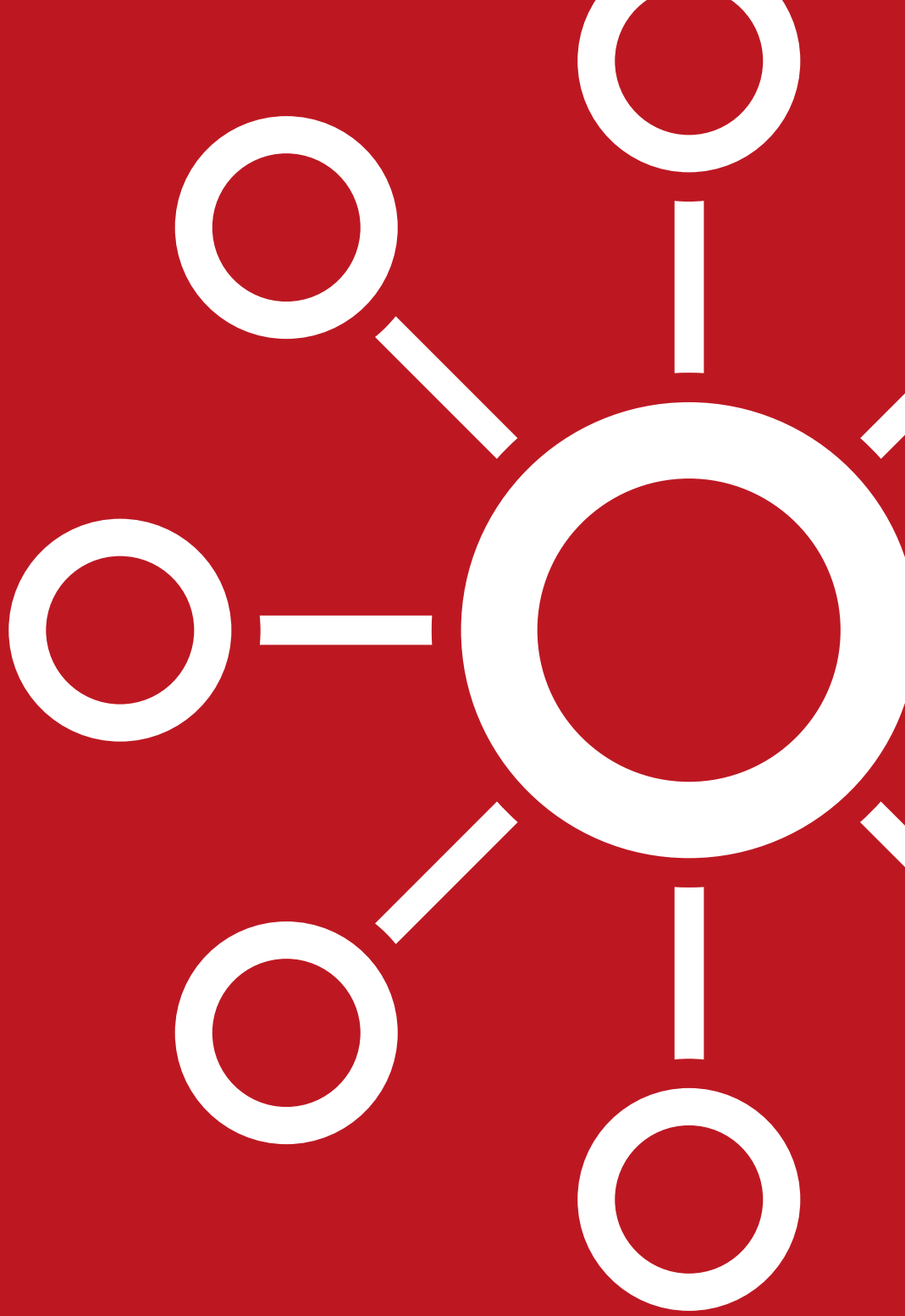
The Brand Dialogue Workshop will be hosted at the Royal Automobile Club, Pall Mall, London SW1.

The RAC is one of the world's foremost private members' clubs, offering first-class facilities, set in the heart of the St James's area of London.
The workshop will be held in The St James's Room, a unique setting which can accomodate 35 delegates.

The Workshop.

1st April 2019. 13:30 - 18:00

Brand Dialogue will source a selection of speakers willing to discuss this year's topic, **The Value of GI Brands and Brexit**, as well as invite clients and experts to speak about their experiences in geographic branding.



13:30 - 14:00	Registration & Tea and Coffee
14:00 - 14:05	Welcome and Opening Remarks by David Haigh, CEO, Brand Finance plc
14:05 - 15:05	First Session 4 x Speakers (15 minutes each) by • Massimo Vittori, Managing Director, OriGIn • Marcus Höpperger, Senior Director, WIPO • Lindesay Low, Deputy Director of Legal Affairs, Scotch Whisky Association • Stefano Fanti, Director, Parma Ham Consortium
15:05 - 15:30	25 Minute Panel Session Moderated by Massimo Vittori, Managing Director, OriGIn
15:30 - 16:00	Coffee and Networking
16:00 - 16:45	Second Session 3 x Speakers (15 minutes each)
16:45 - 17:15	30 Minute Panel Session
17:15 - 17:30	Closing Remarks by David Haigh, CEO, Brand Finance plc

Brand Dialogue®

Brand Dialogue is a public relations and communications agency that delivers value-based communication strategies to create dialogue with consumers that drives brand value.

Contact us

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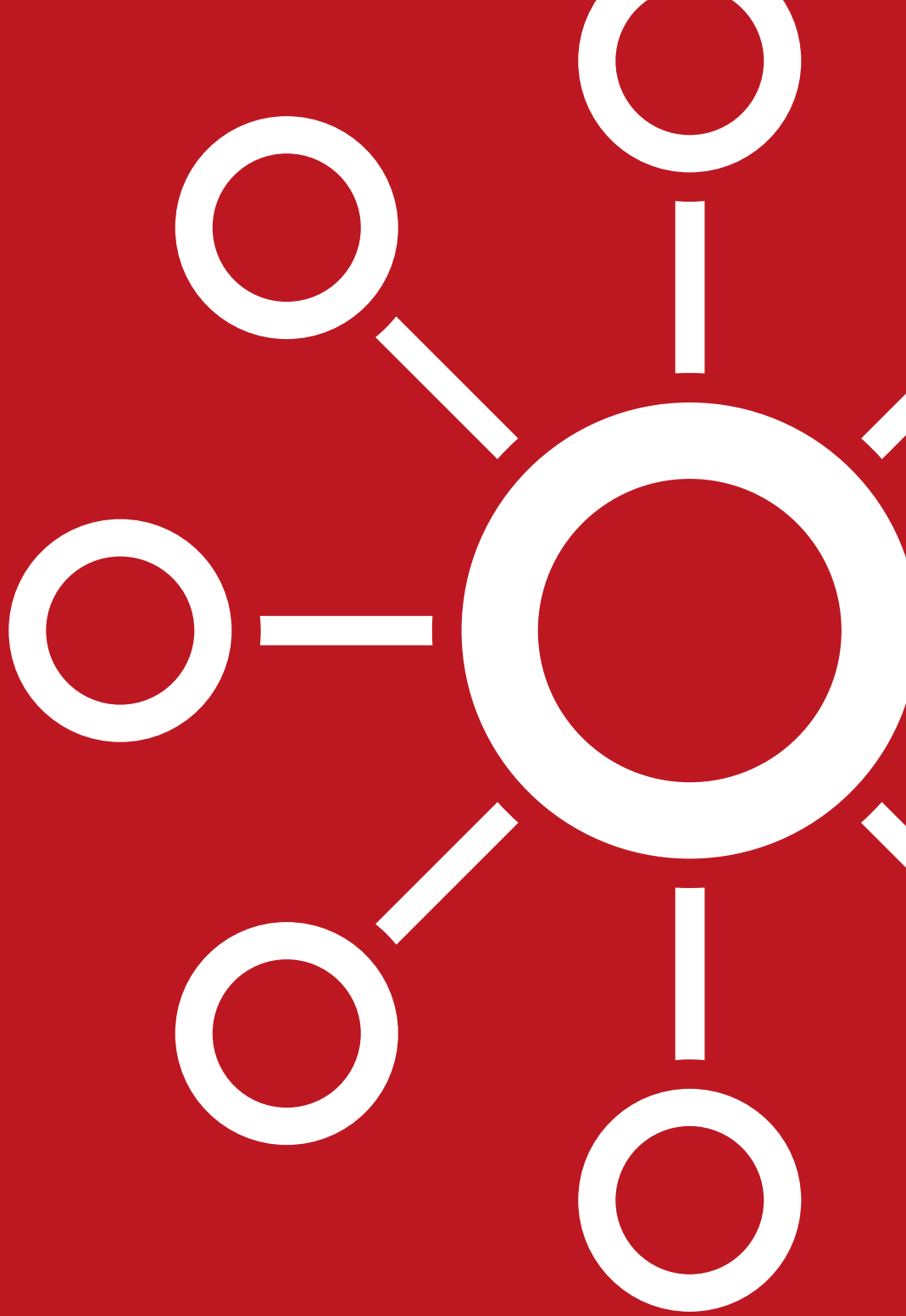

www.brand-dialogue.co.uk