



LUNCHEON PRESENTATION

International GIs protection,
Internet issues
and cooperation at the national level:
three components of the oriGIn 2019 agenda

09 APRIL 2019 | 1 P.M.- 3 P.M.
ROOM B, WIPO AB BUILDING

At 1 pm, a light lunch will be offered to participants

oriGIn

Organization for an International
Geographical Indications Network

SPEAKERS

- **Introduction**, Claude Vermot-Desroches, President, oriGIn
- **Efforts to protect "Tequila": the cases of the EU and Brazil**, Fernando Cano Treviño, Representative for Europe, Consejo Regulador del Tequila (CRT)
- **Internet issues**, Alessandro Sciarra, European Trademark Attorney, Bird & Bird
- **Cooperation at the national level for effective GIs campaigns**, Massimo Vittori, Managing Director, oriGIn

oriGIn - the global alliance of Geographical Indications (GIs) - is a Geneva-based non for profit organization representing 550 GIs groups and institutions from 50 countries.

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