



# FAO-oriGIn Series of Webinars on “Contributing to SDGs through quality linked to geographical origin”

## Webinar on

### How GI strategies can help developing countries pursue sustainability objectives

11 November 2020,  
15:00 - 17:30 CET



To request the registration, please contact Ms. Ida Puzone at  
[ida@origin-gi.com](mailto:ida@origin-gi.com) no later than 9 November

15:00	Opening, background and objectives: <b>Mr. Massimo Vittori</b> (oriGIn)
15:05	<b>Keynote:</b> GIs, a strategic asset for sustainable development strategies, <b>Mr. Luis Fernando Samper</b> (4.0 Brands)
15:20	<b>The point of view of stakeholders:</b> Private sector: - <b>Ms. Maria Sanchez</b> and <b>Ms. Paola Romero</b> (Café de Colombia National Federation) - <b>Mr. Aleksandar Obradovic</b> , Ariljé raspberry association Donors and implementing agencies: - <b>Mr. Reto Meili</b> (IPI Switzerland) - <b>Mr. Gregor Friedrich Schneider</b> (EUIPO) - <b>Ms. Bernadette Ngo Baga</b> (OAPI) - <b>Mr. Stéphane Passeri</b> (FAO)
16:45	<b>Q&amp;A</b>
17:20	<b>Conclusions and next steps</b>
17:30	<b>End of the session</b>

in collaboration with:  
**Intellectual Property Institute (IPI), Switzerland**