

# 6 October

## International Conference on Geographical Indications

oriGIn Headquarters, Octagon building (<https://octagon.swiss/en/>)

2 chemin du Pavillon, 1218, Le Grand-Saconnex, Geneva

Octagon Hall, ground floor (at the entrance of the building)

Room Diablerets, Room Faucille, Room Moleson, ground floor (follow the indications)

09.00-10.00

Welcome coffee and registration

Octagon Hall, ground floor, at the entrance of the building

10.00-10.20

Opening (Octagon Hall)

Welcome address

- Mr. Riccardo Deserti, President, oriGIn
- Representative, Swiss authorities

10.20-12.00

Plenary session (Octagon Hall)

Panel discussion on five crucial GI-related topics which will shape the future of the sector :

Moderator: Massimo Vittori, Managing Director, oriGIn

Speakers:

- The expansion of WIPO Geneva Act: Perspectives and challenges, Representative, Geneva Act country (tbc)
- The new EU Regulation on GI protection for craft and industrial products, Representative, EU Institutions (tbc)
- Threats related to climate change and the role of innovation within GIs, Representative, Conseil National des Appellations d'Origine Laitières (CNAOL) (tbc)
- Brand and labelling restrictions: Risks for GIs, Representative, Scotch Whisky Association (tbc)
- GI spill-over effects: Achievements and perspectives in tourism, Representative, UN Tourism Organization (tbc)

12.00-14.00

Networking lunch

Octagon restaurant, ground floor (follow the indications)

With the support of



Fédération de l'industrie horlogère suisse FH  
Verband der Schweizerischen Uhrenindustrie FH  
Federation of the Swiss Watch Industry FH

14.00-15.30

Parallel sessions - Round 1

Topics of parallel sessions - Round 1:

- *An update on the EU GI review*  
Room: Faucille, ground floor (follow the indications)
- *Exchange of experience on craft and industrial GIs*  
Room: Diablerets, ground floor (follow the indications)
- *How to strengthen GI groups and controls in developing countries*  
Room: Moleson, ground floor (follow the indications)

15.30-16.00

Coffee break

Coffee break served in front of the Auditorium, ground floor (follow the indications)

16.00-17.30

Parallel sessions - Round 2

Topics parallel sessions - Round 2:

- *Incorporating sustainability in GI strategies*  
Room: Faucille, ground floor (follow the indications)
- *The implementation of the Geneva Act: a practical perspective*  
Room: Diablerets, ground floor (follow the indications)
- *Trade, health and IP: Geneva as capital of GI global governance*  
Room: Moleson, ground floor (follow the indications)

17.30-18.00

Conclusions - Plenary session (Octagon Hall)

Report of the parallel sessions discussions and concluding remarks

Presentation of the GI field visits

- Representative, Interprofession du Gruyère (tbc)
- Representative, Federation of the Swiss Watch Industry (tbc)

18.00-20.00

Cocktail and GI tastings

Closing cocktail reception, Octagon Hall, ground floor, at the entrance of the building

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