

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

- H.E. Mr Jürg Lauber, Ambassador, Permanent Representative of Switzerland to the United Nations Office and other international organisations in Geneva
- Mr. Riccardo Deserti, President, oriGIn

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 EU GI review, Mr. Paolo De Castro, Member of the European Parliament
- The expansion of WIPO Geneva Act: Perspectives and challenges, H.E. Mr. Luis Juan Chuquihuara Chil, Ambassador, Permanent Representative of Peru to the United Nations Office and other international organizations in Geneva
- The new EU Regulation on GI protection for craft and industrial products, Representative, European Union Intellectual Property Office (EUIPO) (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, Spirit GI (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*, coordinated by Ms. Amandine Legros, EU Representative, oriGIn and Mr. Federico Moncunil Gallo, Secretary General, Origen España.
Room: Faucille, ground floor (follow the indications)
- *Exchange of experience on craft and industrial GIs*, coordinated by Ms. Ida Puzone, Operations and Member Relations Manager, oriGIn, and Mr. Yves Bugmann, Head of Legal Division, Federation of Swiss Watch Industry with presentations of cases from various countries.
Room: Diablerets, ground floor (follow the indications)
- *How to strengthen GI groups and controls in developing countries*, coordinated by Massimo Vittori, Managing Director, oriGIn, with presentations of cases from Indonesia and Peru.
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*, coordinated by the Food and Agriculture Organization of the United Nations (FAO) (tbc)
Room: Faucille, ground floor (follow the indications)
- *The implementation of the Geneva Act: a practical perspective*, coordinated by Ms. Alexandra Grazioli, Director, Lisbon Registry, World Intellectual Property Organization (WIPO)
Room: Diablerets, ground floor (follow the indications)
- *Trade, health and IP: Geneva as capital of GI global governance*, coordinated by Ms. Daniela Giglio, Legal and Institutional Affairs Department, AssoDistil
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
- Representative, Federation of the Swiss Watch Industry

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

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