

5 October (morning)

Thematic informal GI sessions

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

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

Conference room A1025-29, first floor (follow the indications)

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

09.00-10.00

Welcome coffee and registration

On-site registration at the desk located at the entrance of the building

10.00-12.00

A new format for members and partners

Thematic informal GI sessions. Discussions will be led by oriGIn and some members/partners. Choose your topic (4 groups will be formed) and get ready to listen to innovative perspectives to GI issues as well as to find new potential partners.

i. Emerging legal GIs issues

- **Berenguer & Pomares**: "Issues relating to the use of GIs as product's ingredients and the registration of collective trademarks by producer groups".
- **Bird&Bird**: "Navigating the case law developments on evocation and registration of trademarks for goods complying with the GI specifications".
- **DLA Piper, Italy**: "Emerging legal issues in conflicts between GIs and trade marks: perspective of an EU practitioner".

ii. Coordination of GI cooperation activities

- **oriGIn** will lead an exchange with public and private stakeholders involved in GI cooperation programs with the objective to increase coordination and impact. With the participation of WIPO, FAO, IPI Switzerland, CIRAD and more to come.

iii. Technological tools for GIs

- **De Tullio & Partners**: "Effective protection of GIs in the Domain Name System: recent developments, best practices, legislative updates and case studies in the practice and in the work of the INTA Geographical Indications Committee".
- **INEXTO**: "Cutting-edge technology solutions to track and trace products throughout the supply chain, ensuring authenticity and transparency to brand owners, producers, governments, and consumers. Discover the power of INEXTO authentication solutions to safeguard your brand and intellectual property against the ever-growing threat of counterfeiting".
- **Vlinder**: "Geographical Indications and Sustainable Development: Linking Tradition and Innovation. Discover how Vlinder - a blockchain startup - provides a bridge linking the safeguarding of cultural heritage, and digital era via blockchain enabling Proof of Origin/Provenance, Traceability and Sustainability Footprint".

iv. GI alliances for sustainability

- Forging alliances is key to make progress towards sustainability: Discover the **Sustainable Wine Roundtable**, a multi-stakeholder platform to help advance collaboration & progress on sustainability in a crucial sector for GIs, wine.

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