

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)

Auditorium, 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: Mr. 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, Ms. Katarina Kompari, IP Legal Specialist, Legal Department, European Union Intellectual Property Office (EUIPO).
- Trade policies and intellectual property: Risks and opportunities for GIs, Mr. John Clarke, former Director of International Relations, Directorate General for Agriculture and Rural Development, European Commission.
- GIs facing climate change: threats and strategies of response, Mr. Sébastien Breton, General Delegate, Conseil National des Appellations d'Origine Laitières (CNAOL).

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



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## 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 with a presentation by Mr. Francisco Javier Maté Caballero, Deputy Director General of Food Quality Control and Agri-Food Laboratories at the Ministry of Agriculture, Spain.  
Room: Moleson, ground floor (follow the indications).
- *Exchange of experience on craft and industrial GIs*, coordinated by Mr. Yves Bugmann, Head of Legal Division, Federation of Swiss Watch Industry with presentations from the EU by Mr. Laszlo Adam Vass, Legal and Policy Officer, DG Grow, EU Commission and Ms. Delphine Marie-Vivienne, Deputy Director of UMR Innovation, CIRAD, from Mexico by Mr. Castor Estrada, Director General, Instituto del Artesano Michoacano.  
Room: Faucille, 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 by Mr. Giovanni Galanti, Coordinator Arise+ Indonesia, from Peru by Mr. Edwin Pizarro Huamán, President, Marasal S.A. and Mr. Nicolas Mezzalira, Director PIAF Solutions, from Italy by Mr. Carlo Costa, CFO, Consorzio Grana Padano.  
Room: Auditorium, ground floor (follow the indications).

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

## Topics parallel sessions - Round 2:

- *Incorporating sustainability in GI strategies*, coordinated by Ms. Valerie Pieprzownik, Expert on GIs, FAO and Luis Fernando Samper, Sustainability Manager, oriGIn, with presentations from Peru by Mr. Gino Marín Ciriaco, Regulatory Council, Café Villa Rica DO and Mr. Anaximandro Rojas Gil, Presidente de APPACAO, Cacao Amazonas DO, from Mexico, by Mr. Carlos Fernando López de la Cruz, Sustainability Manager, Tequila Regulatory Council (CRT), from France by Mr. Sébastien Breton, General Delegate, Conseil National des Appellations d'Origine Laitières (CNAOL).  
Room: Auditorium, 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) and Mr. Erik Thevenod-Mottet, Legal Counsel, Swiss Federal Intellectual Property Institute (IPI).  
Room: Moleson, 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 and Mr. Cormac Healy, Director, Drinks Ireland.  
Room: Faucille, ground floor (follow the indications).

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17.30-18.00

Conclusions - Plenary session (Octagon Hall)

Report of the parallel sessions discussions and concluding remarks.

Presentation of the GI field visits:

- Mr. Philippe Bardet, Director, Interprofession du Gruyère.
- Mr. Yves Bugmann, Head of Legal Division, Federation of Swiss Watch Industry.

18.00-20.00

Cocktail and GI tastings

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

For the GI tastings, oriGIn extends its gratitude for the participation of:



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