

oriGIn

Organization for an International
Geographical Indications Network



oriGIn 2023 Biennial Meeting

5-6-7 OCTOBER
GENEVA



With the support of



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



Schweizerische Eidgenossenschaft
Confédération suisse
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Office fédéral de l'agriculture OFAG
Ufficio federale dell'agricoltura UFAG
Uffizi federal d'agricoltura UFAG

Program

5 October (morning)

Thematic informal GI sessions

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

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

Auditorium, 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 (Room Moleson)

- **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 (Auditorium)

- **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, EUIPO, IPI Switzerland, French Ministry of Agriculture, CIRAD, INAO, INPI France and Italian Ministry of Agriculture.

iii. GI alliances for sustainability (Auditorium)

- 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.

iv. Technological tools for GIs (Room Faucille)

- **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".

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5 October (afternoon)

oriGIn General Assembly

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

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

Auditorium, ground floor (follow the indications)

13.30-14.30

Registration

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

14.30-14.40

Opening

Welcome speech:

- Mr. Riccardo Deserti, President, oriGIn.
- Mr. Olivier Isler, Swiss Federal Office for Agriculture (FOAG).

14.40-15.20

Reports

Presentation on Development of Geographical Indications Protection in China:

- Mr. Li Zhiping, oriGIn China and Vice-president of the China National Institute of Standardization (CNIS).

Presentation of new oriGIn Members from Indonesia:

- Mr. Soetanto Abdoellah Soeparto, Association of Indonesian Geographical Indications (AIGI).

Presentation of the activities and financial reports 2022-2023:

- Mr. Massimo Vittori, Managing Director, oriGIn.
- Ms. Ida Puzone, Operations & Member Relations Manager, oriGIn.
- Mr. Luis Fernando Samper, Sustainability Manager, oriGIn.
- Ms. Amandine Legros, EU Representative, oriGIn and Mr. Charles Deparis, President, oriGIn EU.
- Mr. Alain Farine, Director, Swiss PDO/PGI Association & Member, Executive Committee, oriGIn.

15.20-15.45

Discussion


Exchange and adoption of the 2022-2023 reports.

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15.45-16.00

Coffee break

Coffee break in front of the Auditorium.

16.00-16.15

Biennium 2024-2025

Presentation of the action plan for 2024-2025:

- Mr. Riccardo Deserti, President, oriGIn.
- Mr. Massimo Vittori, Managing Director, oriGIn.

16.15-16.45

Discussion

Exchange and adoption of the action plan 2024-2025.

16.45-17.15

Renewal of oriGIn bodies

Presentation of the candidates and election for the position of President, Vice-Presidents and Members of the Executive Committee of oriGIn for 2024-2025.

17.15-17.30

Conclusions

Closing remarks, oriGIn President.

Presentation of the Swiss GIs cocktail, Mr. Alain Farine, Director, Swiss PDO/PGI Association & Member, Executive Committee, oriGIn.

17.30-19.30

Cocktail


Swiss GIs cocktail organized in cooperation with the Swiss PDO-PGI Association.
Octagon Hall, ground floor, at the entrance of the building.

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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).

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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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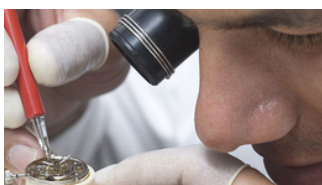
7 October

GI field visit 1: Swiss Watch, Bienne

Organized in cooperation with the Federation of the Swiss Watch Industry FH (Bienne)

09.30-18.00

Field visit: Swiss Watch



Meeting point : Rue de Varembe 17 - outside the International Conference Center of Geneva (CICG).

09.30: Depart from Geneva

11.30: Arrival to Bienne

11.30-13.30: Aperitif and lunch

13.30-16.00: Guided tour of the OMEGA and SWATCH museums in Bienne

16.00: Departure from Bienne

18.00: Arrival to Geneva

GI field visit 2: Gruyère (cheese)

Organized in cooperation with the Interprofession du Gruyère (Gruyères)

07.30-17.30

Field visit: Gruyère



Meeting point : Rue de Varembe 17 - outside the International Conference Center of Geneva (CICG).

07.30: Departure from Geneva

10.00: Arrival to Gruyères

10.00-11.30: Welcome at Maison du Gruyère and guided tour

11.30-13.30: Aperitif, fondue

13.30-15.30: Visit to the town of Gruyères and the castle

15.30: Departure from Gruyères

17.30: Arrival to Geneva

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