

INTERNATIONAL SEMINAR ON GEOGRAPHICAL INDICATIONS ON OCASSION OF THE 30TH ANNIVERSARY OF CRT FOUNDATION AND THE 50TH ANNIVERSARY OF TEQUILA APPELLATION OF ORIGIN

“GEOGARPHICAL INIDCATIONS: LATEST GLOBAL TRENDS AND CHALLENGES”

Date: Thursday 25th and Friday 26th, April 2024.

Location: Guadalajara Chamber of Commerce

Address: Av. Ignacio L. Vallarta 4095, Zapopan Jalisco.

Background:

In a world constantly changing, it is essential to keep up to date on the latest Trends and regulations related to Geographical Indications (GI's) and Appellations of Origin (PDO's). Our International seminar Will address critical topics on GI's protection and PDO's strengthening, focusing on branding, consumer protection, DO's governability, Conformity Assessment, and incorporation of sustainability on GI's and DO's strategies.

Key Issues:

1. The importance of protecting GI's and PDO's under the new European Union regulatory framework.
2. Geneva Act and new *Sui Generis* protection for GI's.
3. Sustainability of unique products recognized as GI's and PDO's.
4. The importance of conformity assessment to advancing GI's and DO's.

Objective:

Seminar main objective is to promote the Economic and cultural value of GI's and PDO's through discussions, presentations, and debates on improvements in theirs legal protection and international recognition; with this event we aim to present a complete vision of the latest trends and challenges in this fields and to provide participants the necessary tools to strengthen the position of their products and regions in the global market.

DAY 1
APRIL 25, 2024

Time	Event
Location: Cristobal de Oñate Auditorium	
9:00- 9:30 hrs.	<p>Inauguration Ceremony:</p> <ul style="list-style-type: none"> • Lic. Miguel Ángel Domínguez Morales. CRT President. • Representative of the Ministry of Economy-Federal Government. • State Government. • Gautier Mignot European Union Ambassador • Alexandra Grazioli – Director of Lisboa Registry - IPWO (in representation of the Director General) • Jean Rodesch- Special Advisor to the Executive Director, EUIPO • Carlos Azorín- IP Key Latin America II Project Manager • Representative of Representative of Trusts Established in Relation to Agriculture (FIRA) • Gustavo Staufert- General Director of the Guadalajara Convention and Visitors Bureau • Rodolfo González González- President of the Organizing Committee of the 50/30th Anniversary Celebrations • Representative of sector B (Agave) of the CRT.
9:30- 10:20 hrs.	<p>Keynote Conference</p> <ul style="list-style-type: none"> • Riccardo Deserti President, OriGIn and Director General Consorzio Tutela Parmigiano Reggiano
10:20- 11:00 hrs.	Coffee Break (EXPO INAUGURATION)
Location: Guadalajara Rooms	
11:00- 12:30 hrs.	<p>Panel 1: The importance of regulatory councils for Appellations of Origin and governability of GI's and PDO's.</p> <ul style="list-style-type: none"> • Raphael DELPECH Director General - BNIC • Charles Goemare- General Director Committee Interprofessionnel du vin de Champagne (CIVC) • Luca Giavi, Director General Consorzio Tutela PROSECCO DOC • German Bahamon- General Director of Federación Nacional de Cafeteros de Colombia (FNC) • Lic. Fernando Hernández Gómez-Partner Vázquez Aldana Hernández Gómez y Associates, CRT Legal Advisor <p>Moderator: Rodolfo González González- Destiladora González González.</p>
12:30- 13:30 hrs.	<p>Panel 2: Update on international protection of Appellations of Origin and Geographical Indications.</p> <ul style="list-style-type: none"> • Mrs. Alexandra Grazioli, Director, Lisboa Registry, Department of trademarks, industrial designs and geographical indications – WIPO • Massimo Vittori, Executive Director - OriGIn. • IMPI Representative • Scotch Whisky Association, Representative. <p>Moderator Lic. Fernando Hernández Gómez-Partner Vázquez Aldana Hernández Gómez and Associates; CRT Legal Advisor.</p>
13:30- 14:30 hrs.	<p>Panel 3: Empowering Branding o Appellations of origin: Strategies, Consumer Protection, and vanguard trends</p> <ul style="list-style-type: none"> • Luis Fernando Samper, President, 4.0 Brands, Bogota • Flavio Inocenzi, Director Delle Venezie PDO Wine and Asiago PDO Cheese, Vicenza, Italy • Chris Swonger, President, and CEO Distilled Spirits Council of the United Stats-DISCUS. • RIOJA Representative • Bertha González Nieves, Co-Founder & CEO at CASA DRAGONES <p>Moderator: DIAGEO Representative</p>

Time	Event
14:30- 16:00 hrs.	Lunch (on your own)
16:00- 17:00 hrs.	<p>Panel 4: Market Access requirements for products with geographical indications; trade barriers, free trade agreements and customs protection measures.</p> <ul style="list-style-type: none"> • Representative of the National Agricultural Council (CNA) • Representative of the Mexican Council of Foreign Trade (COMCE) <p>Moderator: Representative of the Tequila Industry.</p>
17:00- 18:00 hrs.	<p>Panel 5: The importance of Academic Institutions to promote and strengthen PDO's.</p> <ul style="list-style-type: none"> • Universidad de Guadalajara. -Gustavo Padilla – Director of University Center for Economic and Administrative Sciences, CUCEA. • TEC de Monterrey, Claudia Félix, Vice President ff the Western Region and Director of Campus- Instituto Tecnológico y de Estudios Superiores de Monterrey • Universidad Autónoma de Guadalajara. - Juan Carlos Leño, Administration Vice president. • UNIVA Representative <p>Moderator: Secretary of Innovation (Larisa Cruz Ornelas)</p>

DAY 2
APRIL 26, 2024

KEY TOPIC: Sustainability. Economy and Sustainable development, Tequila agroindustry actions on sustainability for Tequila Denomination of Origin. Incorporating Sustainability policies on GI's and PDO's strategies.

Time	Event
09:00- 10:00 hrs.	<p>Panel 1: Sustainability as a factor of success in Appellations of Origin and Geographical Indications: Exploring the roads to innovation and addressing the new challenges.</p> <ul style="list-style-type: none"> • Carlos López-: Head of Sustainability Projects - Tequila Regulatory Council • French National Institute of Origin and Quality (INAO) Representative • César Saldaña President of the Apellations of Origin Regulatory Council of "Jerez-Xeres-Sherry", "Manzanilla-Sanlúcar de Barrameda" and "Vinagre de Jerez" . • OriGIn/FAO on GI's Sustainability, Luis Fernando Samper • <p>Moderator: Jorge Israel García Ochoa- Secretary of Environment and Territorial Development- Government of Jalisco</p>
10:00- 10:15 hrs.	<p>Coffee Break</p>
10:15- 11:15 hrs.	<p>Panel 2: Economy and Sustainable Development.</p> <ul style="list-style-type: none"> • FEDERDOC. Representative • Ing. Graciela Hernández- Mario Molina Center for Energy and Environment Strategic Studies. • Representative of the Regulatory Council for Rioja Qualified Denomination of Origin • German Bahamon-Director Federación Nacional de Cafeteros de Colombia (FNC) <p>Moderator: Alfredo Ramón López Rojas- Director of Corporate Affairs and Sustainability- Casa Cuervo.</p>
11:15- 12:30 hrs.	<p>Panel 3: Protection of Appellations of Origin in America, public policies, issues related to infractions and non-authorized uses; and Border measures options.</p> <ul style="list-style-type: none"> • Cecilia Falconi- Falconi & Puig. • Jorge Chavarro- Cavelier. • Jose Luis Londoño- INTA. • María Mercedes Sánchez- Rums from Guatemala. • Abelino Cuetero- Mezcal in representation of ANDO. • Alaina van Horn Chief, Intellectual Property Enforcement Branch, Customs and Border Protection-CBP <p>Moderator: Rodrigo Peña Duran- Legal Director for Latin America and the Caribbean- Bacardi & Company</p>
12:30-13:30 hrs.	<p>Panel 4: Protection of PDO's and GI's through certification marks and Sui Generi system analysis of cases inAsia and the USA</p> <ul style="list-style-type: none"> • GI Association from Asia. Representative. • Consorzio di Tutela Aceto Balsamico di Modena. Representative. • Georgio Bocedi; Specialized lawyer in Europe on Geographical Indications and GI's world expert. Parmigiano Reggiano. • Nancy Omelko, Senior Attorney Advisor, International Affairs, United States Patent and Trademark Office-USPTO. <p>Moderator: Servando Calderón-General Director- Casa Sauza</p>
13:30- 13:45 hrs.	<p>Conclusions</p> <ul style="list-style-type: none"> • Mauricio Soriano Ariza- Vice President of Corporate Affairs and Alcohol in Society. LATAM- Pernod Ricard
13:45- 13:55 hrs.	<p>CLOSING</p> <ul style="list-style-type: none"> • Lic. Miguel Angel Domínguez Morales, CRT President.

