

INTERNATIONAL SEMINAR ON GEOGRAPHICAL INDICATIONS WITHIN THE FRAMEWORK OF THE 30TH ANNIVERSARY OF THE CRT AND THE 50TH ANNIVERSARY OF THE APPELLATION OF ORIGIN TEQUILA.

“PROGRESS IN GEOGRAPHICAL INDICATIONS: LATEST TRENDS AND GLOBAL CHALLENGES”

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

Venue: Cámara de Comercio de Guadalajara (Guadalajara´s Chamber of Commerce).

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

Contextual Framework:

In a constantly changing world, it is essential to stay up to date with the latest trends and regulations that affect Geographical Indications (GI's) and Denominations of Origin (DO's). Our international seminar will address critical issues related to the protection of GI's and the strengthening of AO's, focusing on aspects such as branding, consumer protection, governance of DOs, conformity assessment activities and incorporation. of sustainability in GI's and AO's strategies.

Key Topics:

1. Importance of the Protection of GI's and AO's in the New Regulatory Framework of the European Union.
2. The Geneva Act and New Sui Generis Protections for GIs.
3. Sustainability of products with GI's and AO's.
4. The importance of Conformity Assessment in the development of GI's and AO's.

Objective:

The main objective of this seminar is to promote the economic and cultural value of GI's and AO's by improving their legal protection and recognition at an international level, through discussions, presentations and debates; This event aims to offer a complete vision of the latest trends and challenges in this field, in addition to providing participants with the necessary tools to strengthen the position of their products and regions in the global market.

DAY 1
APRIL 25, 2024

| Time | Event |
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| Place: Cristóbal de Oñate Auditorium | |
| 9:00- 9:30 hrs. | <p>Opening ceremony:</p> <ol style="list-style-type: none"> 1. Miguel Ángel Domínguez Morales - Tequila Regulatory Council A.C. 2. Representative of the Ministry of Economy - Federal Government. 3. Enrique Alfaro Ramírez - Governor of the State of Jalisco/Francisco Xavier Orendain de Obeso – General Strategic Coordinator of Economic Growth and Development of the Government of Jalisco. 4. Jorge Peydro Aznar - Minister Counsellor and Head of the Economic and Commercial Section of the Delegation of the European Union in Mexico. 5. Alexandra Grazioli - Director of the Lisbon Registry at WIPO. 6. Jean Rodesch - Principal Advisor to the Director General, EUIPO. 7. Carlos Azorín - Project Manager of IP Key Latin America II. 8. Representative of Trusts Established in Relation to Agriculture (FIRA). 9. Gustavo Staufert - General Director of the Guadalajara Convention and Visitors Bureau. 10. Rodolfo González González - President of the Organizing Committee of the 50/30 Anniversary Celebrations. 11. Representative of Sector B (Agave) of the CRT. |
| 9:30- 10:20 hrs. | <p>Master Conference:</p> <ul style="list-style-type: none"> • Riccardo Deserti – President of OriGIn and General Director of the Consorzio Tutela Parmigiano Reggiano. |
| 10:20- 11:00 hrs. | Coffee Break (EXPO INAUGURATION) |
| Place: Salones Guadalajara | |
| 11:00- 12:30 hrs. | <p>Panel 1: The importance of Regulatory Councils linked to Appellations of Origin and Governance in GIs and AOs</p> <ul style="list-style-type: none"> • Raphael Delpech – General Director of the BNIC (Bureau National Interprofessionnel du Cognac). • Marie-Anne Humbert Genand- Head of the Legal Department-CIVC (Comité Interprofessionnel du vin de Champagne) • Luca Giavi - Director General of the Consorzio Tutela Prosecco DOC. • Maria Mercedes Sanchez Rey - IP Coordinator, National Federation of Coffee Growers of Colombia (FNC). • Fernando Hernández Gómez - Tequila Regulatory Council A.C. <p><u>Moderator:</u> Rodolfo González González, Destiladora González González.</p> |
| 12:30- 13:30 hrs. | <p>Panel 2: Update on the international protection of Appellations of Origin and Geographical Indications.</p> <ul style="list-style-type: none"> • Alexandra Grazioli - Director, Lisbon Registry, Department of Trademarks, Industrial Designs and Indications Trademarks, Industrial Designs and Designs Sector WIPO (World Intellectual Property Organization). • Annabel Boissonnade - Commercial Advisor, Delegation of the European Union in Mexico. • Jean Rodesch- Principal Advisor to the Director General, EUIPO • Nancy Omelko- Senior Advisory Attorney Policy and International Affairs United States Patent and Trademark Office (USPTO) • Michel Gonomy - Head of the Geographical Indications, Industrial Designs and Models, and other Distinctive Signs Service at the African Intellectual Property Office (OAPI). <p><u>Moderator:</u> Massimo Vittori- Executive Director of oriGIn.</p> |
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| Time | Event |
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| 13:30- 14:30 hrs. | <p>Panel 3: Promoting the Branding of Appellations of Origin: Strategies, Consumer Protection and Cutting-edge Trends</p> <ul style="list-style-type: none"> • Luis Fernando Samper - President 4.0 Brands, Bogota. • Anthony Cawley- Agricultural Counsellor, Embassy of Ireland in Mexico, in representation of the Irish Whiskey Association. • José Luis Lapuente - General Director of the Rioja Qualified DO Regulatory Council. • Chris Swonger - President and CEO Distilled Spirits Council of the United States (DISCUS). • Bertha González – CEO, Casa Dragones. <p><u>Moderator:</u> Karina Sánchez- Don Julio Tequila Global Ambassador (DIAGEO)</p> |
| 14:30- 16:00 hrs. | <p>Lunch break</p> |
| 16:00- 17:00 hrs. | <p>Panel 4: Importance of the Academy in the Promotion and Strengthening of the AOs</p> <ul style="list-style-type: none"> • Gustavo Padilla -Rector of the University Center for Economic-Administrative Sciences - University of Guadalajara. • Misael Sebastián Gradilla Hernández - Leader of the Sustainability and Climate Change Laboratory, Monterrey Institute of Technology and Higher Education (ITESM). • Juan Carlos Leño - Administrative Vice Chancellor - Autonomous University of Guadalajara. • Mauricio Jalife, Founding Partner of Jalife, Caballero & Associates Firm <p><u>Moderator:</u> Larisa Cruz Ornelas - Director General of Science and Technological Development, Secretary of Innovation, Science, and Technology of the State of Jalisco..</p> |
| 17:00- 18:00 hrs. | <p>Panel 5: Market access requirements for products covered by Geographical Indications; trade barriers, free trade agreements and customs protection measures.</p> <ul style="list-style-type: none"> • Norberto Valencia Ugalde - Director of Foreign Trade, National Agricultural Council. • Juan Pablo Cedeño Magaña - Director of European markets, Directorate of Foreign Trade, Secretariat of Economic Development of Jalisco. • Francisco Maté Caballero- Deputy Director General of Food Quality and Agri-Food Laboratories, Ministry of Agriculture, Fisheries and Food of Spain. • Gianluigi Ligasacchi- Director of Istituto Salumi Italiani Tutelati (ISIT). • Alessandro Francesco Sciarra- Counsel to Consorzio Tutela Aceto Balsamico di Modena. • Suzanne Schultz- Counseling Attorney, Intellectual Property Enforcement and Compliance Section, Custom Border Protection (CBP). <p><u>Moderator:</u> Liliana Bermúdez González - Supply chain director of Tequila Sauza.</p> |

DAY 2
APRIL 26, 2024

TEMA CENTRAL: La Sustentabilidad. La Economía y el Desarrollo Sustentable, Acciones de la Agroindustria Tequilera en materia de sustentabilidad para con la Denominación de Origen Tequila, Incorporación de políticas de sustentabilidad en las estrategias de las IG's y DO's.

| Hora | Evento |
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| 09:00- 10:00 hrs. | <p>Panel 1: Sustainability as a Success Factor in Appellations of Origin and Geographical Indications: Exploring the Path to Innovation and Addressing New Challenges</p> <ul style="list-style-type: none"> • Carlos López - Responsible for Sustainability Projects - Tequila Regulatory Council. • Alexandre Martin, Agricultural Advisor for Mexico, Colombia, Cuba, Ecuador, Panama, Peru and the Dominican Republic, General Directorate of the Treasury, Embassy of France in Mexico • César Saldaña - President of the Regulatory Council of the Denominations of Origin "Jerez-Xérès-Sherry", "Manzanilla-Sanlúcar de Barrameda" and "Vinagre de Jerez". • Luis Fernando Samper - Sustainability Manager – Organización para una Red Internacional de Indicaciones Geográficas (Organization for an International Geographical Indications Network) (OriGIn). <p><u>Moderator:</u> 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"> • Mark Kent – CEO, Scotch Whisky Association (SWA). • Graciela Hernández - Mario Molina Center for Strategic Studies on Energy and Environment. • José Luis Lapuente - General Director of the Rioja Qualified DO Regulatory Council. • Maria Mercedes Sanchez Rey - IP Coordinator, National Federation of Coffee Growers of Colombia (FNC). • Yvon Bochet – President of the BEAUFORT Management Body. <p><u>Moderator:</u> Alfredo Ramón López Rojas - Director of Corporate Affairs and Sustainability - Casa Cuervo.</p> |
| 11:15- 12:15 hrs. | <p>Panel 3: Protection of appellations of origin in America, public policies, aspects related to infringements and unauthorized uses and options for border measures.</p> <ul style="list-style-type: none"> • Cecilia Falconi – Partner at Falconi & Puig. • Jorge Chavarro - Head of Cavalier's International Department. • Jose Luis Londoño – Director of External Relations of INTA. • Suzanne Schultz- Counseling Attorney, Intellectual Property Enforcement and Compliance Section, Custom Border Protection (CBP). • María Mercedes Sánchez – Denomination of Origin Manager - Rums of Guatemala. <p><u>Moderator:</u> Rodrigo Peña Durán - Legal Director for Latin America and the Caribbean - Bacardi y Compañía.</p> |

| Hora | Evento |
|------------------|--|
| 12:15-13:30 | <p>Panel 4: The protection of AOs and GIs in different Jurisdictions</p> <ul style="list-style-type: none"> • Marie Anne Mastrovito- Partner at Womble Bond Dickinson (US) LLP. • Rubén Sanz López- Lieutenant of the Judicial Police Technical Unit, Criminal Analysis Department – Crimes against Property Group, Spanish Civil Guard • Isaura Andaluz- Member of the Council of the American Produce Association (AOPA) • Colehour Bondera- Member of the Kona Coffee Farmers Association (KCFA). • Mario Pomares Caballero- Managing Partner at the Berenguer & Pomares firm and legal advisor to the Tequila Regulatory Council A.C. • Alain Farine- General Director of the Swiss Appellation of Origin Association. <p><u>Moderator:</u> Servando Calderón - General Director of Casa Sauza.</p> |
| 13:30- 13:45 hrs | <p>Presentation of 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- 14:00 hrs | <p>CLOSING of the Seminar</p> <ul style="list-style-type: none"> • Miguel Ángel Domínguez Morales, President of the CRT. |