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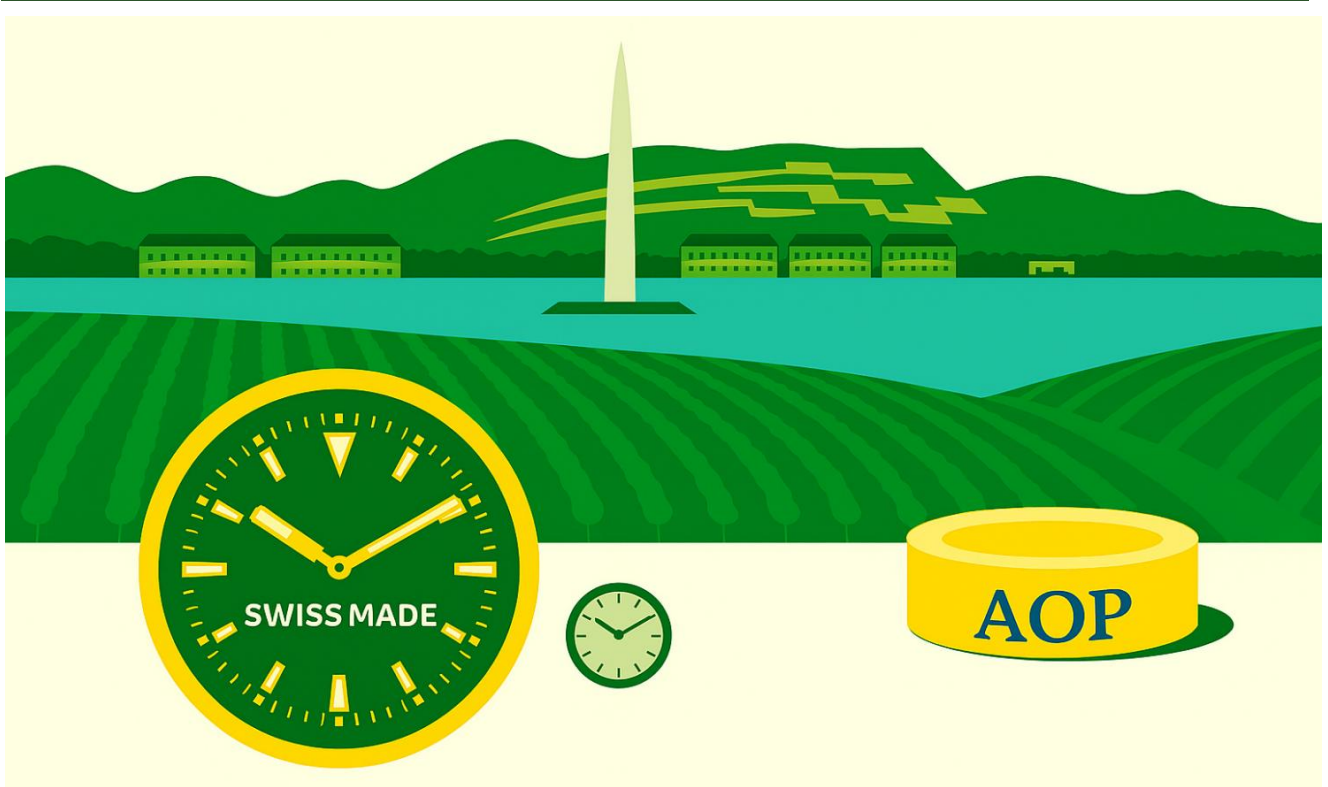
oriGIn

Organization for an International  
Geographical Indications Network



IGE | IPI

Eidgenössisches Institut für Geistiges Eigentum  
Institut Fédéral de la Propriété Intellectuelle  
Istituto Federale della Proprietà Intellettuale  
Swiss Federal Institute of Intellectual Property



# 2026 oriGIn Expert Meeting on Geographical Indications

*International Expert Conference on GI Law & Policy*

18–19 June 2026 · Geneva, Switzerland

PARTNERS

BLANCDENOIR  
COMMUNICATION AND BEYOND

Golden



Silver



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## Partners

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**BLANCDENOIR**  
COMMUNICATION AND BEYOND

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BRONZE



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## Programme at a Glance

*Overview of all sessions across both tracks*

### ■ PLENARY

*Hall of Stars, Atrium*

### ■ LEGAL ROOM

*Auditorium, Ground Floor*

### ■ PROMOTION & SUSTAINABILITY

*Diablerets Room, Ground Floor*

## Day 1 — Thursday, 18 June 2026

TIME	■ LEGAL ROOM	■ PROMOTION & SUSTAINABILITY
12:00–14:00	Registration — Welcoming Desk, Octagon, Ground Floor	
14:00–15:00	PLENARY — Opening Keynotes · Hall of Stars, Atrium	
15:00–17:00	Regulation (EU) 2024/1143: Implementation Issues Two Years After Entry into Force	GI Promotion Programs: Strategies, Funding Opportunities, Target Markets
17:00–17:30	☕ Coffee Break — Atrium	
17:30–19:30	Building Bridges: GIs in International Treaties	Innovation and Search of Partners for GI Promotion: Matchmaking Session
19:30–23:00	🍷 Networking Cocktail — Terrasse Genecand, Ground Floor	

## Day 2 — Friday, 19 June 2026

TIME	■ LEGAL ROOM	■ PROMOTION & SUSTAINABILITY
08:30–10:30	TMs Applications and GIs: A Global Update	GIs in a Privileged Position to Respond to Sustainability Challenges
10:30–11:00	☕ Coffee Break — Atrium	
11:00–13:00	Technologies for GI Protection	Technologies for GI Sustainability

## Detailed Programme

### ■ PLENARY

*Hall of Stars, Atrium*

### ■ LEGAL ROOM

*Auditorium, Ground Floor*

### ■ PROMOTION & SUSTAINABILITY

*Diablerets Room, Ground Floor*

## Day 1 — Thursday, 18 June 2026

### REGISTRATION · 12:00–14:00

*Welcoming Desk · Octagon, Entrance*

### ■ PLENARY · 14:00–15:00 · *Hall of Stars, Atrium*

## Opening Keynotes, Geographical Indications as a Pillar of Multilateral Cooperation

<b>Mr. Daren Tang</b> <i>Video Message</i>	Director General · World Intellectual Property Organization (WIPO)
<b>Ms. Johanna Hill</b>	Deputy Director General · World Trade Organization (WTO)
<b>Mr. Christophe Hansen</b> <i>Video Message</i>	Commissioner for Agriculture and Food · European Commission
<b>Mr. João Negrão</b> <i>Video Message</i>	Executive Director · European Union Intellectual Property Office (EUIPO)
<b>Representative, Switzerland</b>	Ambassador, (tbc)
<b>Representative, EU</b>	Ambassador (tbc)
<b>Representative, Mexico</b>	Ambassador, (tbc)
<b>Ms. Alessandra Baldeschi</b> <i>Partner</i>	Public Relations Director · Blancdenoir Communication Agency
<b>Mr. Riccardo Deserti</b> <i>Partner</i>	Director General · Consorzio Parmigiano Reggiano
<b>Mr. Pierre-Ivan Guyot</b> <i>Partner</i>	President · Interprofession du Gruyère, TBC
<b>Mr. Stefan Moritz</b> <i>Partner</i>	CCO, EBRAND

## ■ LEGAL ROOM

Auditorium

15:00–17:00

### Regulation (EU) 2024/1143: Implementation Issues Two Years After Entry into Force

**Moderator: Thomas Julien**, *Conseil Interprofessionnel du Vin de Bordeaux (CIVB)*

- *New Provisions to Further Strengthen a Solid System*, **Aleksandra (Ola) Jezowska-Minarik** · European Commission, DG Agri
- *Spirits GIs: Indication of the Name of the Producer in the Labelling, Amendment Within the 2025 Wine Package*, **Cesare Mazzetti** · Assodistil, TBC
- *The Nero Champagne Ruling and its Implications on Recent TM Decisions in the EU: A Fresh Look at the Issue in Light of Regulation 1143*, **Ginevra Righini** · DLA Piper
- *The New Confusion Test: The Impact of Article 26(3) on the Relation Between GIs and National Laws*, **Alessandro Sciarra and Cristiana Andreotta** · Bird & Bird
- *The Use of GIs as Ingredients: Issues Related to Intermediary Products and Controls*, **Delphine Marie-Vivien** · CIRAD
- *Are all geographical indications equal under Reg. 2024/1143*, **Theodore Georgopoulos** · Casalonga

## ■ PROMOTION & SUSTAINABILITY ROOM

Diabletrets

15:00–17:00

### GI Promotion Programs: Strategies, Funding Opportunities, Target Markets

**Moderator: Massimo Vittori**, *Global GIs Alliance, oriGIn*

- *Promotion Programs and Other Initiatives: Opportunities Within the EU*, **Manon Allain-Launay** · EU Commission, DG Agri
- *“Move the Passion” & “Think Milk”: Success Stories by Blancdenoir*, **Alessandra Baldeschi** · Blancdenoir Communication Agency
- *Promoting Value: Case Studies of Success in EU Agri-Food Promotion with LC International*, **Alessandra Torino** · LC International
- *The Promotion Strategy of Grana Padano Consorzio: Integrated Marketing*, **Lorenzo Tamburini** · Consorzio Grana Padano
- *Practical Tips in Implementing Promotion Programs: The Experience of Italian Groups in the Salami Sector*, **Gianluigi Ligasacchi** · Salumitalia
- *The Experience of CNAOL*, **Guylène Tillard** · CNAOL, TBC
- *The Experience of ORIGEN España*, **Federico Moncunil** · ORIGEN España, TBC

17:00–17:30 · ☕ Coffee Break — Atrium

## ■ LEGAL ROOM

Auditorium

17:30–19:30

### Building Bridges: GIs in International Treaties

**Moderator: Alexandra Grazioli**, *World Intellectual Property Organization (WIPO)*

- *Adapting the Lisbon System to Contemporary Challenges*, **Erik Thevenod-Mottet** · Swiss Federal Institute of Intellectual Property (IPI)
- *Legal Certainty, Multilateralism, Transparency: GI Protection in EU Agreements*, **Raimondo Serra** · European Commission, DG Agri

## ■ PROMOTION & SUSTAINABILITY ROOM

Diabletrets

17:30–19:30

### Innovation and Search of Partners for GI Promotion: Matchmaking Session

**Moderator: Massimo Vittori**, *Global GIs Alliance, oriGIn*

- *Communication as Experience: Discover Our Innovative Approach*, **Alessandra Baldeschi** · Blancdenoir Communication Agency
- *The WIPO Global Awards for SMEs / Startups*, **Marcelo di Pietro** · World Intellectual Property Organization (WIPO)

- *Prior Users Lists in GI Agreements: Implementing Issues*, **Giorgio Bocedi** · *Consorzio Parmigiano Reggiano*
- *Legal Certainty in Markets and Domain Name Environment: A Pragmatic Approach between International Treaties and Business Solutions*, **Charles Goemaere** · *Comité Champagne*
- *How EU Cooperation Projects Contributed to Multilateral GI Protection*, **Martijn Huysmans** · *Utrecht University*

- *Modena Balsamic Genius: A Short Film to Explore Aceto Balsamico di Modena Identity*, **Andrea Mancuso Morini** · *Consorzio Aceto Balsamico di Modena*
- *Hub&Spoke Communication: A New Model for GI Promotion and Territorial Reputation*, **Arianna Ruzza** · *ISUAL*
- **Matteo Lefebvre & Sylvie Germouty** · *Hopscotch*
- *Opportunities in Switzerland through the Italian Chamber of Commerce for Switzerland (CCIS) and the Association of International Chambers of Commerce (AICC)*, **Marianna Valle** · *CCIS, TBC*

19:30–23:00 · 🍷 Networking Cocktail — Terrasse Genecand, Ground Floor

## Day 2 — Friday, 19 June 2026

### ■ LEGAL ROOM

Auditorium

08:30–10:30

#### TMs Applications and GIs: A Global Update

**Moderator: Nicolas Guyot**, *Swiss Federal Institute of Intellectual Property (IPI)*

- *The 2026 EUIPO Trade Mark Guidelines: Major Advancements Regarding Applications in Conflict with GIs*, **Antonio Berenguer** · *European Union Intellectual Property Office (EUIPO)*
- *Use of GIs in a Trade-Mark-like Manner and Other Types of Functional Misuse: State of Play and Examples of Case Law in the EU and Beyond*, **Nicolas Clarembeux** · *Altius*
- *The Protection of GIs Containing Non-Geographical Names: Recent Case-Law and Future Perspectives*, **Paolo Veronesi** · *Società Italiana Brevetti (SIB) & Stefano Vergano* · *Jacobacci*
- *The International Protection of Cognac: An Update on Favorable Decisions of Conflicting TM Applications*, **Amandine Duthilleul** · *Bureau Interprofessionnel du Cognac (BNIC)*

### ■ PROMOTION & SUSTAINABILITY ROOM

Diablerets

08:30–10:30

#### GIs in a Privileged Position to Respond to Sustainability Challenges

**Moderator: TBC**

- *Controls as an Essential Element of any Credible Sustainability GI Policy*, **Maria Chiara Ferrarese** · *CQSA Certificazioni*
- *Beyond Green. Thriving on Disruption through Ethical GIs*, **Flavio Innocenzi** · *Consorzio Asiago* · *TBC*
- *The Development Potential of the FAO-oriGIn Methodology*, **Valerie Pieprzownik** · *UN Food and Agricultural Organization (FAO)*
- *Terroir Under Pressure: The Future of GIs in a Shifting Global Landscape*, **Megan Carpenter** · *University of New Hampshire*
- *Beyond Socio-Economic Surveys: Addressing Ground Challenges and Building Opportunities for Sustainable GI Development – Experiences from Banaras Gulabi Meenakari (India) and Birigui (Brazil)*, **Lalit Ambastha** · *Reinforce Intellectual*

- *The Protection of GIs Against TM Applications in Latin America*, **Mario Pomares** · *Berenguer & Pomares Abogados*

*Property Association (RIPA) and Paula Fabiane Martins* · *Instituto Federal de São Paulo (IFSP)*

- *Sustainability Efforts by the French PDO Cheese sector*, **Julia De Castro** · *CNAOL, TBC*

10:30–11:00 · ☕ Coffee Break — Atrium

#### ■ LEGAL ROOM

*Auditorium*

11:00–13:00

#### Technologies for GI Protection

**Moderator: Fernando Cano Treviño**, *Consejo Regulador del Tequila (CRT)*

- *Online Brand Protection for GIs*, **Stefan Moritz** · *EBRAND*
- *GI Enforcement - Use of New Technologies & Update on New Legal Framework in Germany*, **Niklas Fels and Joseph Fesenmair** · *Bird&Bird*
- *Technology and Geographical Indications: Building Trust, Traceability, and Legality*, **Shruthi Kaushik** · *Patentwire*
- *The New gTLD Program: 2026 Round*, **Laurent Ferrali** · *Internet Corporation for Assigned Names and Numbers (ICANN)*

#### ■ PROMOTION & SUSTAINABILITY ROOM

*Diablerets*

11:00–13:00

#### Technologies for GI Sustainability

**Moderator: TBC**

- *How Online Brand Protection Contributes to the Economic Sustainability Pillar*, **André Stadelmaier** · *EBRAND*
- *Craft Geographical Indications and Digital Product Passports: Towards a Lifecycle-Based Model of Sustainable Protection*, **Wiktoria Sikorska** · *University of Silesia in Katowice*
- **Representative**, *IPI Switzerland, TBC*