

oriGIn

Organization for an International  
Geographical Indications Network

CO-ORGANIZED WITH



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

*GIs as a Pillar of Multilateral Cooperation*

18–19 June 2026 · Geneva, Switzerland

PARTNERS

BLANCDENOIR  
COMMUNICATION AND BEYOND

Golden



Silver



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## Partners

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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

*Diallerets 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

## Full 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>H.E Thomas Gürber</b>	Permanent Representative of Switzerland to the United Nations Office and the other international organizations in Geneva
<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. Olivier Isler</b> <i>Partner</i>	Director · Interprofession du Gruyère
<b>Mr. Stefan Moritz</b> <i>Partner</i>	Chief Commercial Officer (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*
- *Are All Geographical Indications Equal Under Reg. 2024/1143, Theodore Georgopoulos* · *Casalonga*
- *The Use of GIs as Ingredients: Issues Related to Intermediary Products and Controls, Delphine Marie-Vivien* · *CIRAD*

## ■ 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*
- *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 & Nicolas Guyot* · *Swiss Federal Institute of Intellectual Property (IPI)*

## ■ 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)*

- *Legal Certainty, Multilateralism, Transparency: GI Protection in EU Agreements*, **Raimondo Serra** · European Commission, DG Agri
- *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 Berengue Reguant** · 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: Massimo Vittori** · Global GIs Alliance, oriGIn

- *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
- *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*
- *GI-SMART Tools and Pathways for GI Sustainability*, **Isabella Maglietti Smith & Rosmeri Mele** · *GI SMART Project*

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*
- *The New gTLD Program: 2026 Round*, **Laurent Ferrali** · *Internet Corporation for Assigned Names and Numbers (ICANN)* & **Pierre Bonis** · *Association française pour le nommage Internet en coopération (Afnic)*
- *Technology and Geographical Indications: Building Trust, Traceability, and Legality*, **Shruthi Kaushik** · *Patentwire*

#### ■ PROMOTION & SUSTAINABILITY ROOM

*Diallerets*

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*
- *WIPO GREEN initiatives in the field of GIs*, **Peter Oksen** · *World Intellectual Property Organization (WIPO)*