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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

GIs as a Pillar of Multilateral Cooperation

18-19 June 2026 · Geneva, Switzerland

PARTNERS

BLANCDENOIR
COMMUNICATION AND BEYOND

Golden



Silver



Bronze



Bronze

Partners

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SILVER



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Programme at a Glance

Overview of all sessions across both tracks

■ PLENARY <i>Hall of Stars, Atrium</i>	■ LEGAL ROOM <i>Auditorium, Ground Floor</i>	■ PROMOTION & SUSTAINABILITY <i>Dablerets Room, Ground Floor</i>
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Day 1 — Thursday, 18 June 2026

TIME	■ LEGAL ROOM	■ PROMOTION & SUSTAINABILITY
12:00–14:30	Registration — Welcoming Desk, Octagon, Ground Floor	
14:30–15:30	PLENARY — Opening Keynotes · Hall of Stars, Atrium	
15:30–17:30	Regulation (EU) 2024/1143: Implementation Issues Two Years After Entry into Force	GI Promotion Programs: Strategies, Funding Opportunities, Target Markets
17:30–18:00	☕ Coffee Break — Outside the Auditorium	
18:00–20:00	Building Bridges: GIs in International Treaties	Innovation and Search of Partners for GI Promotion: Matchmaking Session
20:00–23:00	🍷 Networking Cocktail — Terrasse Genecand, Ground Floor	

Day 2 — Friday, 19 June 2026

TIME	■ LEGAL ROOM	■ PROMOTION & SUSTAINABILITY
09:00–11:00	TMs Applications and GIs: A Global Update	GIs in a Privileged Position to Respond to Sustainability Challenges
11:00–11:30	☕ Coffee Break — Outside the Auditorium	
11:30–13:00	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 · 12:00–14:30

Welcoming Desk · Octagon, Entrance

■ PLENARY · 14:30–15:30 · *Hall of Stars, Atrium*

Opening Keynotes, Geographical Indications as a Pillar of Multilateral Cooperation

Mr. Daren Tang <i>Video Message</i>	Director General · World Intellectual Property Organization (WIPO)
Mr. Christophe Hansen <i>Video Message</i>	Commissioner for Agriculture and Food · European Commission
Mr. João Negrão <i>Video Message</i>	Executive Director · European Union Intellectual Property Office (EUIPO)
Ms. Johanna Hill	Deputy Director General · World Trade Organization (WTO)
H.E Thomas Gürber	Permanent Representative of Switzerland to the United Nations Office and the other international organizations in Geneva
Ms. Alessandra Baldeschi <i>Partner</i>	Public Relations Director · Blancdenoir Communication Agency
Mr. Riccardo Deserti <i>Partner</i>	Director General · Consorzio Parmigiano Reggiano
Mr. Olivier Isler <i>Partner</i>	Director · Interprofession du Gruyère
Mr. Stefan Moritz <i>Partner</i>	Chief Commercial Officer (CCO) · EBRAND

■ LEGAL ROOM

Auditorium

15:30–17:30

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

Moderator: Thomas Jullien · *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, Mattia Mattei* · *Assodistil*
- *Are All Geographical Indications Equal Under Reg. 2024/1143, Theodore Georgopoulos* · *Casalonga*
- *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*

■ PROMOTION & SUSTAINABILITY ROOM

Dablerets

15:30–17:30

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*
- *The WIPO Global Awards for SMEs / Startups, Marcelo di Pietro* · *World Intellectual Property Organization (WIPO)*
- *The Promotion Strategy of Grana Padano Consorzio: Integrated Marketing, Lorenzo Tamburini* · *Consorzio Grana Padano*
- *Promoting Value: Case Studies of Success in EU Agri-Food Promotion with LC International, Alessandra Torino* · *LC International*
- *Practical Tips in Implementing Promotion Programs: The Experience of Italian Groups in the Salami Sector, Gianluigi Ligasacchi* · *Salumitalia*

17:30–18:00 · ☕ Coffee Break — Outside the Auditorium

■ LEGAL ROOM

Auditorium

18:00–20:00

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

Dablerets

18:00–20:00

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*

- *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

- *The Experience of ORIGEN España*, **Federico Moncunil** · ORIGEN España
- *Modena Balsamic Genius: A Short Film to Explore Aceto Balsamico di Modena Identity*, **Andrea Mancuso Morini** · Consorzio Aceto Balsamico di Modena
- *Making Origin Matter Globally: market intelligence as a pillar of an efficient communication strategy*, **Matteo Lefebvre & Sylvie Germouty** · Hopscotch
- *Hub&Spoke Communication: A New Model for GI Promotion and Territorial Reputation*, **Arianna Ruzza** · ISUAL

20:00–23:00 · 🍷 Networking Cocktail — Terrasse Genecand, Ground Floor

Opening Speech: H.E. Lic. Francisca Méndez Escobar
Permanent Representative of Mexico to the United Nations Office and other international organizations in Geneva

Day 2 — Friday, 19 June 2026

■ LEGAL ROOM

Auditorium

09:00–11:00

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*, **Giuseppe Bertoli** · 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

■ PROMOTION & SUSTAINABILITY ROOM

Dablerets

09:00–11:00

GIs in a Privileged Position to Respond to Sustainability Challenges

Moderator: Massimo Vittori · Global GIs Alliance, oriGIn

- *Beyond Green. Thriving on Disruption through Ethical GIs*, **Flavio Innocenzi** · Consorzio Asiago
- *Sustainability Efforts by the French PDO Cheese sector*, **Guylène Tillard** · CNAOL
- *Controls as an Essential Element of any Credible Sustainability GI Policy*, **Maria Chiara Ferrarese** · CQSA Certificazioni
- *Terroir Under Pressure: The Future of GIs in a Shifting Global Landscape*, **Megan Carpenter** · University of New Hampshire
- *The Development Potential of the FAO-oriGIn Methodology*, **Valerie Pieprzownik** · UN Food and Agricultural Organization (FAO)

- *The International Protection of Cognac: An Update on Favorable Decisions of Conflicting TM Applications*, **Amandine Duthilleul** · Bureau Interprofessionnel du Cognac (BNIC)
- *The Protection of GIs Against TM Applications in Latin America*, **Mario Pomares** · Berenguer & Pomares Abogados

- *GI SMART: Assessing GI Sustainability and Supporting Transition Pathways*, **Isabella Maglietti Smith & Rosmeri Mele** · GI SMART Project

11:00–11:30 · ☕ Coffee Break — Outside the Auditorium

■ LEGAL ROOM

Auditorium

11:30–13:00

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

Diablerets

11:30–13:00

Technologies for GI Sustainability

Moderator: Federico Desimoni · Consorzio Aceto Balsamico di Modena (CABM)

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