PROGRAMME

INTERNATIONAL CONFERENCE ON

STRENGTHENING GEOGRAPHICAL INDICATION (GI) COOPERATION PROJECTS

ORIGINS CONNECT PEOPLE. COOPERATION BUILDS TOMORROW.

5•6 NOVEMBER **2026**

EUIPO AUDITORIUM

ALICANTE | ONLINE

Taking stock of 20 years of cooperation initiatives in the field of GIs and strengthen coordination and effectiveness of the next generation of projects.





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EUIPO
EUROPEAN UNION INTELLECTUAL PROPERTY OFFICE

oriGIn
Organization for an International Geographical Indications Network

ORIGEN ESPAÑA
ASOCIACIÓN ESPAÑOLA DE DENOMINACIONES DE ORIGEN

CONFERENCE AT A GLANCE

TWO DAYS.
FOUR PANELS.
REAL IMPACT.

DAY 1

THURSDAY
5 NOVEMBER 2026

- Opening remarks
- Panel 1
  Why GI cooperation matters
- Panel 2
  GI producers' needs
- Lunch break
- Field visit to Jijona

DAY 2

FRIDAY
6 NOVEMBER 2026

- Panel 3
  Craft and industrial GI sector
- Panel 4
  Designing the next generation of cooperation projects
- Rapporteur summary
- Closing remarks



DAY 1

IDEAS
EXPERIENCES
PEOPLE
REAL IMPACT

THURSDAY
5 NOVEMBER 2026



MASTER OF CEREMONY
Ms. Marian Caro - Institutional Relations, Cooperation and Partnerships Department, EUIPO



09:00 - 09:30	**Registration and welcome coffee**
09:30 - 09:45	**Opening remarks** **Welcome remarks: Mr. João Negrão** - Executive Director, EUIPO **Introductory remarks: Mr. Riccardo Deserti** - President, oriGIn, **& Mr. Angel Pacheco Conejero** - President, ORIGEN España **Key-note: Mr. Paolo de Castro** - Former Ministry of Agriculture of Italy
09:45 - 11:15	PANEL 1 Why GI cooperation matters: impact, success stories and upcoming challenges
11:15 - 11:45	**Family photo and Coffee break**
11:45 - 13:15	PANEL 2 GI producers' needs: opportunities for agricultural wine and spirits
13:15 - 14:30	**Cocktail reception offered by Origen España**

PANEL 1

9:45 - 11:15

Why GI cooperation matters: impact, success stories and upcoming challenges



Objective

Explore why international cooperation in GIs remains essential, what impact it has delivered over the last two decades, how successful experiences can support emerging GIs/producers' association and understand emerging needs for future projects

Topics to tackle

- **Key lessons** learned from 20 years of GI cooperation projects
- **What has worked well** (major achievements) / what should evolve (shortfalls)
- **Impact**: mentorship models
- **Impact:** producer-to-producer knowledge transfer across continents
- **GI cooperation as a development tool in upcoming challenges:** climate change adaptation, rural depopulation, youth employment, women-led entrepreneurship, geopolitical resilience of local economies

Panel lead

Mr. Antonio Berengué
Deputy Director, International Cooperation Area, Cooperation and Partnerships Department, EUIPO

PANEL 1

9:45 - 11:15

Why GI cooperation matters: impact, success stories and upcoming challenges

Speakers

- **Ms. Coline Lenseigne** - Project Manager, Facilité IG, CIRAD
- **Mr. Akua Leith** - Managing Director, Business Development, Musical Instruments of Trinidad and Tobago Company Limited / Chair of the GI Committee
- **Ms. Kitiyaporn Sathusen** - Director of IP Promotion and Development, Department of Intellectual Property (DIP), Thailand
- **Mr. Gonzalo Bilbao** - Project Leader, EUF SCOPE
- **Mr. Reto Meili** - Project Manager, IPI Switzerland
- **Mr. Antoine Ginestet** - Geographical Indications Manager, INPI France
- **Ms. Alexandra Grazioli** - Director, Lisbon Registry, World Intellectual Property Organization (WIPO) (Online)
- **Ms. Valerie Marie-d'Avigneau** - Legal and Policy Officer, DG GROW, European Commission

PANEL 2

11:45 - 13:15

GI producers' needs: opportunities for agricultural wine and spirits

Objective

Practical needs, market opportunities, and how organisations can add value for producers today, especially in emerging economies and countries.

Topics to tackle

- **Current priorities of GI producer groups** in emerging economies
- **Access to markets**, visibility, enforcement, digital tools, sustainability
- **Role of producer associations** and networks
- **How oriGIn and partners can provide** concrete support

Panel lead

Prof. Ms. Marina Vázquez Esteban
Associate Professor (PhD) of Commercial Law, University of Alicante

PANEL 2

11:45 - 13:15

GI producers' needs: opportunities for agricultural wine and spirits

Speakers

- **Mr. Federico Moncunill Gallo** - Secretary General, PGIs Jijona y Turrón de Alicante Regulatory Council and **Ms. Miriam Molina** - Secretary General, PDO Idiazabal Regulatory Council, Spain
- **Mr. Ćazim Alković** - President of the Olive Growers Association, Bar, Montenegro
- **Mr. Slobodan Obradović** - President of the Management Board of the Association of Producers of the Geographical Indication "Arilje Raspberry", Serbia
- **Ms. Maria Gilma Arrocha** - Managing Partner, AROC, Panama
- **Ms. Hulda Oliveira Giesbrecht** - Coordinator of Technology-Based Businesses, SEBRAE and **Ms. Cecilia Kazuko Nakao** - President, Association Denominação de Origem Caparaó, Brazil
- **Ms. Anna-Lissa Jack** - Deputy Registrar, Registry of Companies and Intellectual Property (ROCIP) and **Mr. Lennox Wilson** - Chief Technical Officer, Saint Lucia Distillers Group of Companies, St. Lucia



AFTERNOON FIELD VISIT

14:30 - 18:00

Jijona y Turrón de Alicante



14:30 - 15:00	**Shuttle to Jijona**
15:00-17:30	**Field visit to PGIs Jijona y Turrón de Alicante, factory "Turrones 1880 & El Lobo" and "Museo del Lobo"**
17:30-18:00	**Shuttle to Alicante**
18:00	**End of first day**

TRADITION
INNOVATION
TERRITORY
PEOPLE

DAY 2

FRIDAY
6 NOVEMBER 2026



FROM
DIALOGUE
TO ACTION

09:00 - 09:30 | **Registration and welcome coffee**

PANEL 3

9:30 - 11:00

Specific needs of the craft and industrial GI sector



Objective

Representatives of craft and industrial GIs will present their needs and challenges and explore governance, protection, control systems, market development, sustainability, and international recognition.

Topics to tackle

- **Support mechanisms** from agricultural GIs that could be replicated
- **Support producer groups** in sectors that may lack collective organisation
- **Type of international cooperation** that would have significant impact over the next decade
- **Contribution of craft and industrial GIs** to regional development, employment, and cultural heritage preservation
- **Control systems around the world** (what makes a control system effective, how to balance credibility, affordability, and administrative burden).

Panel lead

Ms. Mathilde Peninque
Project Manager, IP Projects, Cooperation and Partnerships Department, EUIPO

PANEL 3

9:30 - 11:00

Specific needs of the craft and industrial GI sector



Speakers

- **Ms. Eva Toledo** - Partner, Padima, Spain
- **Ms. Lucía Cortiñas** - Head of Area of Quality and Technical Coordination, Spanish Patent and Trademark Office (OEPM), Spain
- **Mr. Chevala Vongthongchit** - Director, Geographical Indications Division, Department of Intellectual Property (DIP), Ministry of Industry and Commerce, Lao PDR
- **Ms. Paola Andrea Guerrero Andreu** - Deputy Director, Knowledge Transfer, National Institute of Industrial Property (INAPI), Chile
- **Ms. Karla Fiorella Minutti Pérez** - Deputy Director General for Industrial Property, Mexican Institute of Industrial Property (IMPI), Mexico
- **Mr. Castor Estrada Robles** - Director General, Casa de Artesanías de Michoacán de Ocampo (CASART), Mexico, and Vice President of oriGIn for Latin America
- **Ms. Denise L.J. Hernandez** - Secretary, Pan Trinbago Inc. T.C., The World Governing Body for the Steelpan, Trinidad and Tobago
- **Mr. Luis Fernando Samper** - Founder and President, 4.0 Brands, Colombia *(Online)*

11:00 - 11:15 | **Coffee break**

PANEL 4

ROUNDTABLE

11:15 -12:45

Designing the next generation of GI cooperation projects to improve coordination and effectiveness



Objective

Shape next generation of cooperation projects, continue support for producers' associations, building on existing foundations, explore recommendations for future programmes.

Topics to tackle

- How to better coordinate between institutions
- New regions and sectors to engage
- Support models for producer associations
- Digital cooperation tools, data sharing, enforcement support
- IT Tools, SME Fund, pre-registration support
- Climate resilience, sustainability and youth engagement
- Funding priorities for the next decade

Panel lead

Mr. Massimo Vittori
Managing Director, oriGIn

PANEL 4
ROUNDTABLE

11:15 -12:45

Designing the next generation of GI cooperation projects to improve coordination and effectiveness



Speakers

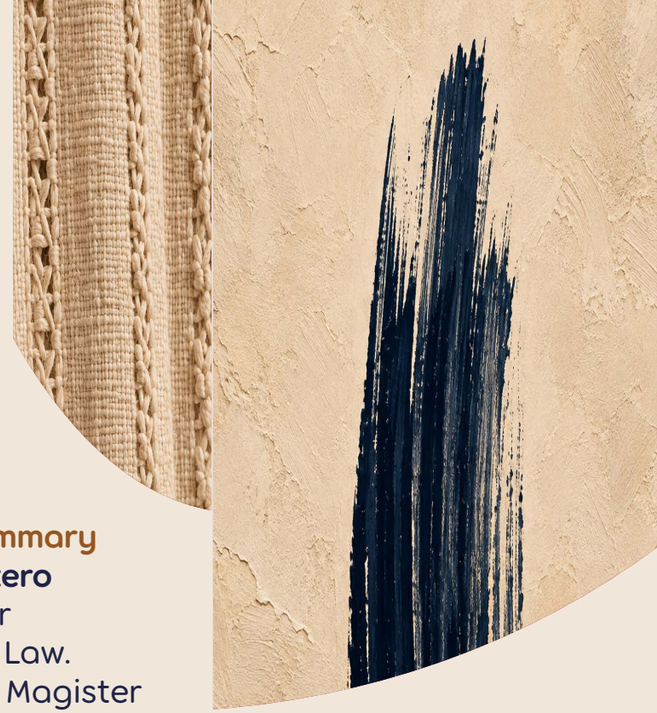
GROUP 1

- **Ms. Maslina Malik** - ASEAN Secretariat
- **Mr. Álvaro García** - EUIPO
- **Mr. Benjamin Vallin** - DG AGRI, European Commission
- **Ms. Alexandra Grazioli** - WIPO *(Online)*
- **Mr. Dmitry Zvyagintsev** - FAO (REU)
- **Ms. Coline Lenseigne** - CIRAD
- **Mr. Riccardo Deserti** - oriGIn
- **Mr. Riccardo Ricci Curbastro** - European Federation of Origin Wines (EFOW)

GROUP 2

- **Mr. Ramón González Figueroa** - Consejo Regulador del Tequila (CRT), oriGIn LatAm
- **Ms. Claudia Franco Quevedo** - DINAPI Paraguay
- **Ms. Karla Fiorella Minutti Pérez** - IMPI Mexico
- **Mr. Reto Meili** - IPI Switzerland
- **Ms. Paola Andrea Guerrero Andreu** - INAPI Chile
- **Mr. Antoine Ginestet** - INPI France
- **Ms. Hulda Oliveira Giesbrecht** - SEBRAE Brazil
- **Ms. Lucía Cortiñas** - OEPM Spain

CLOSING



12:45 -12:55

Rapporteur summary
Prof. Pilar Montero
Chair Professor of Commercial Law. Director of the Magister Lvcentinvs, University of Alicante

12:55 - 13:00

Closing remarks
Ms. Edyta Demby Siwek
Deputy Executive Director, EUIPO

13:00

End of second day

KNOWLEDGE
DIALOGUE
COOPERATION
IMPACT

PRACTICAL INFORMATION

Language

English

(with interpretation in Albanian, Armenian, French, Japanese, Macedonian, Romanian, Serbian, Spanish and Ukrainian)

Registration

Registration link

Deadline for **onsite** registration: **22 October**

Deadline for **online** registration: **4 November**

Contact

GIevents@euipo.europa.eu

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