

INTERNATIONAL CONFERENCE ON

STRENGTHENING GEOGRAPHICAL INDICATION (GI) COOPERATION PROJECTS

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.*



ORIGINS
CONNECT PEOPLE.
COOPERATION
BUILDS
TOMORROW.



BLANCO NOIR
COOPERATION AND BEYOND



EUIPO

EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

oriGIn

Organization for an International
Geographical Indications Network



ASOCIACIÓN
ESPAÑOLA
DE DENOMINACIONES
DE ORIGEN

CONFERENCE AT A GLANCE

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

TWO DAYS.
FOUR PANELS.
REAL IMPACT.

DAY 1

THURSDAY
5 NOVEMBER 2026

IDEAS
EXPERIENCES
PEOPLE
REAL IMPACT

MASTER OF CEREMONY

Ms. Marian Caro - Institutional Relations
Team, 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, Origen España & 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

Coffee break

11:45 - 13:15

PANEL 2

GI producers' needs: opportunities for agricultural wine and spirits

13:15 - 14:30

Lunch break

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

- **Mr. Gonzalo Bilbao** - Project Leader, EUF SCOPE and **Mr. Jesus Antonio Ros** - Director, Intellectual Property Office of the Philippines (IPOPPL)
- **Ms. Kitiyaporn Sathusen** - Director of IP Promotion and Development, Department of Intellectual Property (DIP) Thailand
- **Mr. Reto Meili** - Project Manager, IPI Switzerland
- **Ms. Ashley Parasram** - CarIPI mentor/ Managing Director of TT Fine Cocoa company
- **Mr. Akua Leith** - Managing Director Business Development - Musical Instruments of Trinidad and Tobago Company Limited / Chair of the GI Committee (TBC)
- **Ms. Coline Lenseigne** - Project Manager, Facilité IG, CIRAD and **Mr. Antoine Ginestet** - Geographical Indications Manager, INPI France
- **Ms. Alexandra Grazioli** - Director, Lisbon Registry, World Intellectual Property Organization (WIPO) (TBC)

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. 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. Cecília Kazuko Nakao** - President, Association Denominação de Origem Caparaó (Brazil)
- **Mr Lennox Wilson** - Chief Technical Officer at Saint Lucia Distillers Group of Companies and **Ms Jack** - Deputy Registrar at Registry of Companies and Intellectual Property, ROCIP (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



11:00 - 11:15

Speakers

- **Ms. Eva Toledo** - Partner, Padima
- **Ms. Lucía Cortiñas** - Head of Area of Quality and Technical Coordination, Spanish Patent and Trademark Office (OEPM)
- **Mr. Chevala Vongthongchit** - Director, Geographical Indications Division, Department of Intellectual Property (DIP), Ministry of Industry and Commerce, Lao PDR (TBC)
- **Ms. Paola Andrea Guerrero Andreu** - Deputy Director, Knowledge Transfer, National Institute of Industrial Property (INAPI) Chile
- **Mexican Institute of Industrial Property (IMPI)** (TBC)
- **Mr. Ramón González Figueroa** - Director General Tequila Regulatory Council, oriGIn LATAM Representative
- **Ms. Denise L.J. Hernandez** - Steel and Pan producer, Trinidad and Tobago

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, Senior officer

• **Mr Álvaro García** - Team Leader EUIF Service, EUIPO

• **DG AGRI (TBC), DG GROW (TBC), WIPO (TBC), FAO (TBC).**

GROUP 2

• **oriGIn**

• **oriGIn LatAm**

• **EFOW**

• **IPI**

• **Ms. Paola Andrea Guerrero Andreu**, INAPI

• **Mr. Antoine Ginestet**, INPI France

• **Ms. Coline Lenseigne**, CIRAD

• **Ms. Hulda Oliveira Giesbrecht**
Coordinator of Technology-Based Businesses, SEBRAE

• **OEPM**

• **DINAPI Paraguay (TBC)**

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

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

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