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INFORMATION ON SPEAKERS

prepared by the International Bureau

CARMEN PAZ ÁLVAREZ ENRÍQUEZ

Carmen Paz Alvarez is senior adviser in the cabinet of the National Director of the National Institute for Industrial Property of Chile.

Lawyer by training, Carmen holds an LL.M. from the London School of Economics. In connection with GIs, she is the author of a book entitled "Wine Law and Appellations of Origin" and has been involved in the Seal of Origin (Sello de Origen) program and the amendment of the Industrial Property Law of Chile which includes GIs and appellations of origin.

LEO BERTOZZI

Leo Bertozzi was Director of the *Consorzio del Formaggio Parmigiano-Reggiano* from February 2001 to December 2012.

Following graduation in Agricultural Sciences, he was responsible of the Agriculture Development Project in Sierra Leone (Western Africa) from 1976 to 1978. From 1979 to 1986, he was Representative of Italian NGOs in the Liaison Committee of the DG Cooperation of the European Commission. Leo Bertozzi was also Coordinator of the European Research Programs from 1990 to 2000 and author of scientific publications.

Founding member and Vice-President of oriGin, (Organization for an International Geographical Indications Network), he is also member of AICIG (Italian Association of Geographical Indications Consortia) and President of the Italian Committee of the International Dairy Federation.

HASITA DE ALWIS

Hasita de Alwis is Director (Promotion) of the Sri Lanka Tea Board since 2008 and is responsible for the promotion of Ceylon Tea globally.

He holds a Science Degree from the University of Sri Lanka and 29 years of senior executive experience at the Sri Lanka Tea Board. During his experience at the Tea Board, he worked as Sri Lanka Tea Promotion Officer for North Africa and West Asia based in Cairo (Egypt) for six years from 1985 to 1991. He also set up a new Unit in Moscow (Russia) in 1993 and covered the promotional activities for Ceylon Tea in CIS countries until 1996. He set up a new Unit in Tokyo (Japan) in 2004 and covered the promotional activities for Ceylon in Asia Pacific region until 2008.

LORETTA DORMAL MARINO

Loretta Dormal Marino is Deputy Director-General of the Directorate-General for Agriculture and Rural Development (DG AGRI) of the European Commission.

In her current position, she is responsible for the directorates in charge of the international relations, covering multilateral and bilateral negotiations in agriculture and food products, as well as enlargement, neighborhood policy and international organizations. She was previously in charge of rural development and product quality policy, organic farming, environment and climate change issues within agriculture. She was responsible for the proposals on Rural Development within the Common Agricultural Policy for the period 2014-2020.

She began her career at the European Commission in 1983 in DG Economic and Financial Affairs. She then worked in the domain of the Structural Funds as well as in the field of education and culture. Before joining the Directorate-General for Agriculture and Rural Development, Mrs. Dormal Marino held a post of Director at the Competition DG.

Loretta holds a degree in Political Sciences from the University of Padua, Italy.

EKATERINA EGUTIA

Ekaterina Egutia is the Deputy Chairperson of the National Intellectual Property Center of Georgia ("Sakpatenti"). Before joining Sakpatenti, she worked for several years as a Legal Consultant to the United Nations Development Program (UNDP) and the European Union (EU) on a variety of projects, and later served as the Head of the Legal Department of the Ministry of Finance of Georgia.

Ekaterina Egutia studied at the Tbilisi State University in Georgia, the University of Helsinki and the Helsinki University of Applied Sciences in Finland. She also studied at the Lund University in Sweden. She earned a bachelor's degree in international business administration from Helsinki University of Applied Sciences (Finland), a Master's degree in EU business law from Lund University (Sweden), where she was a Georgian President's Scholar. She also received a law degree from Tbilisi State University (Georgia). Ms. Egutia is admitted to the Georgian bar.

ADIL EL MALIKI

Adil EL MALIKI is Director General of the Moroccan Industrial and Commercial Property Office (OMPIC) since 2008.

Since taking up his duties with the OMPIC in 1993, he has worked in various positions, such as Engineer in the Chemical Industry Division, as well as Head of the Central Registry of Trade. From March 1998 to October 2000, he was head of the Commercial Studies Division at the Ministry of Industry and Commerce, before being appointed in 2000 as Head of the Information and Communication Division (Legal and International Affairs, IT and Documentation) at OMPIC.

Currently, he is an administrator of the Moroccan Centre for Innovation since October 2012, and he is a Member of the R & D organization Morocco since July 2011.

BENJAMIN FONTAINE

Benjamin Fontaine is currently the chair of the Geographical Indications Committee of ECTA (European Communities Trade Mark Association). He is a registered Intellectual Property attorney since 2003 (CNCPI, France) and a solicitor admitted to the Alicante Bar (Spain) since 2005.

He holds law degrees from the University of Orléans (France) and from the University of Alicante, as well as a master in Intellectual Property.

Benjamin Fontaine is an associate at Cabinet Ernest Gutmann Yves Plasseraud, E.G.Y.P., since 1999, where he is in charge of the Alicante branch Office. Mr. Fontaine has extensive experience in trade mark prosecution and litigation, both in France and in Spain, as well as

before the Office for Harmonization in the Internal Market (OHIM). He advises French and foreign clients in various industries – such as cosmetics, foodstuff and wine – on IP prosecution, brand protection and enforcement matters. His field of practice also extends to industrial design, unfair competition, copyright law and domain name litigation.

Over the last years Benjamin Fontaine has developed an expertise in the field of Geographical Indications, and in particular concerning their interaction with trade marks. He is the author of various articles on this topic, as well as a book entitled “Geographical Indications and the Community Trade Mark System”.

Recent speeches given by Benjamin Fontaine include conferences on “Generics and Homonyms in the field of GIs” (ERA Conference on Geographical Indications in the EU, March 2012), “OHIM new competencies and practices in the field of GIs” (ECTA Annual Conference, Palermo, June 2012), and “GIs as Absolute and Relative Grounds for Refusal” (OHIM IP seminar, September 2012).

SCOTT GERIEN

Scott Gerien is a partner in the Napa Valley law firm of Dickenson Peatman & Fogarty (DP&F) and heads the firm’s intellectual property practice group. Scott has been practicing in the areas of trademark, geographical indication, copyright and unfair competition law since his first case in 1996.

Scott's clients have included companies from a wide range of industries, but his representation of wineries, vineyards, breweries and spirits producers has allowed him to develop a special expertise concerning intellectual property issues affecting these industries. He is outside counsel to the Napa Valley Vintners and in that role has been responsible for the worldwide protection and enforcement of the Napa Valley geographical indication, including overseeing the registration of Napa Valley as a geographical indication in the European Union, India, Thailand, Canada, Brazil and China.

Scott is on the Board of the International Wine Law Association and is Chairman of the International Trademark Association (INTA) Subcommittee on Geographical Indications and also co-authored the INTA Model Framework for the Establishment of a Multilateral Register of Geographical Indications for Wines and Spirits pursuant to TRIPS Article 23(4). Scott has written extensively and lectured throughout the world on the issues of wine trademarks and geographical indications.

MATTHIJS GEUZE

Matthijs Geuze, a national of the Netherlands, is currently Head of the International Appellations of Origin Registry, in the Brands and Designs Sector of the World Intellectual Property Organization (WIPO). In this capacity, he is in charge of the administration of the International Register under the Lisbon Agreement and the on-going review of the Lisbon system for the Protection of Appellations of Origin and their International Registration since 2009.

Matthijs Geuze joined the International Bureau of WIPO in 2002, where he was, initially, responsible for all legal matters relating to the operation of the international registration systems under treaties administered by WIPO, in the area of trademarks, industrial designs and geographical indications. In December 2003, he became a member of the cabinet of the

Assistant Director General responsible for the area of trademarks, industrial designs and geographical indications, in which capacity he was involved in policy questions in that area and related legal, administrative and institutional matters.

Following graduation, he worked for the Dutch Patent Office from 1981 to 1989, on behalf of which he was involved in legislative work on industrial property and in international negotiations on intellectual property matters, in particular trademarks, within the framework of the European Union and WIPO.

In 1989, Mr. Geuze joined the GATT Secretariat in Geneva, where he assisted in servicing the Uruguay Round Negotiating Group on Trade-Related Aspects of Intellectual Property Rights (TRIPS). From 1995 until 2002, he was Counselor in the Intellectual Property Division of the World Trade Organization (WTO) in Geneva and Secretary of the Council for TRIPS of that Organization.

MARCUS HÖPPERGER

Marcus Höpperger is Director of the Law and Legislative Advice Division, Brands and Designs Sector of the World Intellectual Property Organization (WIPO).

Since taking up his duties with the World Intellectual Property Organization in 1992, he worked in various positions in international industrial property law (including patents, trademarks, geographical indications, industrial designs and international classifications, as well as the Madrid System for the International Registration of Marks, the Hague System for the International Registration of Industrial Designs, the Lisbon Agreement Concerning the Protection of Appellations of Origin and their International Registration).

Currently, he is Secretary to the WIPO Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT). In this function, he was in charge of preparing and holding the WIPO 2006 Diplomatic Conference, which adopted the Singapore Treaty on the Law of Trademarks.

MIGUEL ANGEL MEDINA

Miguel Angel Medina is an Associate partner and IP Lawyer at the Elzaburu Law Firm. He is Council member of MARQUES (The European Association of Trade Mark Owners), Chair of its Geographical Indications Team and correspondent of its newsletter for Spain.

He has a law degree, a psychology degree, and masters in legal practice and in tax and consultancy, and is a Certified Executive Coach. He frequently acts in the Spanish contentious-administrative jurisdiction in IP matters, before the Spanish Patent and Trademark Office and the Office for Harmonization in the Internal Market (OHIM) and WIPO. He is specialized in trademarks (national, international and Community trademarks), geographical indications, domain names, unfair competition and related matters and has advised a wide range of multinational firms and organizations.

He collaborates as a teacher at law schools on topics relating to trademarks and geographical indications and is a frequent speaker at national and international events on those topics. He is the author of several publications.

MILDRED MEDINA

Mildred Medina is the Legal Advisor to the Vice-Minister of Internal trade of the Ministry of Commerce and Industries of the Republic of Panama. Prior to this position, Ms. Medina served within this Ministry as Negotiating Lawyer and acted as National Director of International Negotiations.

Previous experience of Ms. Medina includes positions in the Prosecutor's Office Specialized in Crimes against Intellectual Property and Computer Security in the Public Ministry, where she was Senior Officer and Judicial Clerk. In addition to this, she worked for several years as an attorney in the Ministry of the President of the Republic of Panama.

GETACHEW MENGISTIE

Getachew Mengistie is an intellectual Property consultant and attorney based in Addis Ababa, Ethiopia, who has been engaged in private practice since August 2008. Before that, he served as the first Director General of the Ethiopian Intellectual Property Office. He was the driving force in developing the Ethiopia's intellectual property system and promoting the use of intellectual property as a policy tool for development.

Mr. Mengistie has successfully implemented or contributed in the implementation of a number of projects supported by the World Intellectual Property Organization, the European Union and other international organizations and donor agencies aiming at strengthening the intellectual property systems and promoting the use of intellectual property as a tool for development in African countries.

Mr. Mengistie had authored or co-authored a number of works on issues related to intellectual property, access to genetic resources and other areas, which are published in books, international journals and workshop proceedings. He is a frequent speaker on topics related to intellectual property in national, sub-regional, regional, interregional and international forum.

THIERRY MOYSSET

Thierry Moysset is Manager of the Forge de Laguiole knife manufacturing company based in Laguiole (France). The company's new challenge is to sell Forge de Laguiole knives worldwide by explaining the difference between Laguiole Knives that are handmade in Laguiole and Laguiole knives that are produced elsewhere.

Before taking up his current position in 2007, he worked for the car manufacturer Peugeot, firstly in production and later in the design of production sites.

In 1999, he joined the Alcatel Group (battery division) where he implemented the development of workshops facilities. In 2001, he was based in Aveyron for a French furniture leader (Simons, Dunlopillo, Tréca Steiner ...) to restructure their "kitchen" division. At the same time, he was part of the production start-up dealing with large scale imports.

Mr. Moysset is a graduate from the *École des Mines* (France).

ALAN PARK

Alan is employed as a Legal Adviser by the Scotch Whisky Association, the Edinburgh based trade association of the Scotch Whisky industry, which is responsible for the protection and promotion of Scotch Whisky around the world.

Alan holds an honours degree in law from the University of Glasgow. He subsequently trained as a litigation solicitor, before becoming the partner in a Glasgow law firm responsible for a range of civil litigation and criminal defence cases. He also advised technology start-up companies and was a co-organizer of the Scottish branch of the First Tuesday technology networking forum.

Motivated by the opportunity to work in an industry vital to Scotland's economy, Alan left private practice in 2003 to join the Scotch Whisky Association's in-house legal team to specialize in IP litigation. He is responsible for the legal protection of Scotch Whisky in a number of countries across the world and has dealt with several applications to register Scotch Whisky as a geographical indication. His work also involves the supervision of litigation, trademark oppositions and investigations, and briefing officials and politicians on legal protection issues. He is currently undertaking post-graduate studies in international dispute resolution.

FABIO RUSSO

Fabio Russo is a Senior Officer of the Clusters and Business Linkages Unit of the United Nations Industrial Development Organization (UNIDO). Since 2004 he is responsible for the UNIDO SME Export and Origin Consortia Programme.

Since taking up his duties with UNIDO in 1992, he has been managing various projects for private sector development worldwide. His main area of expertise is on Small and Medium Enterprises (SME) Cluster and Network development.

LARRY SAIT MULING

Larry Sait Muling is Senior Director of the Malaysian Pepper Board. He joined the Malaysian Pepper Board as a Market Promotion Officer. During his experience at the Malaysian Pepper Board, he has headed various divisions, from the Personnel Division to the Industrial Service Division, and is currently the Head of the Market Development and Commercialization Division.

He has participated in various market promotion events in Australia, Japan, UAE, USA and Germany. He has also attended various international conferences and events related to pepper trade.

PAJCHIMA TANASANTI

Mrs. Pajchima Tanasanti is currently Director General of Department of Intellectual Property (DIP), Ministry of Commerce Thailand, a position to which she was appointed in 2009.

She started her career in the Department of Business Registration until the Government of Thailand established the DIP in 1992 (part of the Department of Business Registration). She then undertook several management positions such as Director of Coordinating Center for Suppression of IP Rights Violation in 1994, Director of Copyright Office in 1999, Director of Trademark Office in 2002, and Deputy Director General in 2008. In addition to her position of

Director-General at DIP, she established the Geographical Indications Group (Under Trademark Office) in 2003 and played an important role as a chairperson of the ASEAN working group on Intellectual Property Cooperation (AWGIPC) between 2011 and 2013.

Prior to her career at DIP, Mrs. Pajchima Tanasanti pursued her Bachelor of Laws and Master of Arts (Public Administration) from Thammasat University (Thailand).

CRAIG THORN

Craig Thorn is a founding partner of DTB Associates, a consulting and legal services firm specializing in international trade. In this capacity, he has worked with a number of companies and trade associations to identify and prioritize trade, regulatory, intellectual property (IP) and public policy issues and to develop strategies for addressing them. He has represented clients on sensitive trade and regulatory issues in international organizations, in meetings with government agencies and in public forums. He maintains a broad range of contacts in governments, international organizations, companies and trade associations worldwide.

Craig Thorn has over twenty-five years of experience in the field of international trade and regulatory policy. He is recognized as an expert in trade negotiations, international trade law and regulatory barriers and has testified on those issues before Congressional committees. He is the author of several publications.

THU-LANG TRAN WASESCHA

Thu-Lang Tran Wasescha is currently Counsellor in the Intellectual Property Division of the World Trade Organization and serves as Secretary to the Special Session of the Council for TRIPS (Doha Round's ad hoc body dealing with the negotiation of the establishment of a multilateral system of notification and registration of geographical indications for wines and spirits).

From 1986 to 2000, Thu-Lang Tran Wasescha was Senior Legal Adviser and Director of the Department of International Affairs of the Swiss Intellectual Property Institute, Ministry of Justice, where she dealt with the international aspects of intellectual property, including technical cooperation. She represented Switzerland in IP/TRIPS negotiations and discussions in various fora, e.g. GATT/WTO, WIPO, WHO, FAO, CBD and EFTA. She was deputy head of the Swiss TRIPS negotiating team in the Uruguay Round and responsible for the implementation of the TRIPS provisions in the Swiss domestic law. From 1976 to 1986, she was Principal Legal Officer in the Industrial Property Division of the World Intellectual Property Organization (WIPO). Prior to this, she worked as a junior legal assistant in a Swiss trademark agent office specialized in the filing of trademark applications and of marketing authorization applications in the area of pharmaceuticals.

MASSIMO VITTORI

Massimo Vittori is currently the Managing Director of oriGIn, in charge of the strategic planning and overall management of the Organization.

He previously worked as legal advisor at the International Trade Center (ITC) – a UN/WTO technical assistance agency – where he was responsible for various projects in the field of intellectual property, trade law harmonization, model contracts for SMEs and alternative business dispute resolution mechanisms. Massimo has also worked for the Investment Policy Review Program of the United Nations Conference for Trade and Development (UNCTAD).

Massimo holds an LL.M. in Intellectual Property from Turin University (Italy) and a Master's Degree in International Law from the Graduate Institute of International and Development Studies of Geneva (Switzerland). He delivers regularly seminars on GIs, trademarks and trade related issues in various European Universities. He has written and co-authored several articles and publications on intellectual property, geographical indications and business law.

CHENG YIQUN

Cheng Yiqun is a senior staff member of the Legal Affairs Division of the Trademark Office, State Administration of Industry and Commerce (SAIC), the People's Republic of China.

Mrs. Cheng Yiqun, a solicitor, undertakes response representation with regard to administrative reviews and prosecutions, and regularly represents the Trademark Office in court. She is also involved in drafting and reviewing the Chinese Trademark Law and the Regulations for the Implementation of the Trademark Law of P.R. China. Prior to that, she achieved her doctoral degree in Civil Law and Economic Law from the China University of Political Science and Law (CUPL).

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