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## INTERNATIONAL CONFERENCE

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**WIPO/GEO/TBS/14 /INF/1 PROV.  
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### **Focusing on Geographical Indications: Legal Insights and Branding Strategies**

organized by  
the World Intellectual Property Organization (WIPO)  
and  
the National Intellectual Property Center of Georgia (Sakpatenti)

**Tbilisi, October 8 and 9, 2014**

PROVISIONAL PROGRAM

*prepared by the Secretariat*

Wednesday, October 8, 2014

9.30 – 10.00 Registration

10.00 – 10.20 Opening Ceremony

Welcome addresses by:

Chairman, National Intellectual Property Center of Georgia (Sakpatenti)

Representative of the World Intellectual Property Organization, WIPO, Geneva

10.20 – 11.00 Topic 1: Geographical Indications (GIs): Legal Insights

*The speaker will present different approaches to the protection of geographical indications and appellations of origin with consideration given to the various elements that underlie them.*

Speaker: Representative of WIPO

11.00 – 11.20 Discussion

11.20 – 11.40 Coffee Break

11.40 – 12.20 Topic 2: Origin Branding of Products with a Geographical Indication: Experience of Georgia

Government Perspective

Speaker: Representative of Sakpatenti

Producers Perspective

Speaker: Representative of a producers' association

12.20 – 12.40 Discussion

12.40 – 14.00 Lunch Break

14.00 – 15.00 Topic 3: Geographical Indications and Origin Branding: how to make successful the entry of origin-based products in the global marketplace

*The speakers will share ideas on how to develop a successful branding strategy using GIs alongside other IP rights for products identified by geographical indications.*

Example of Melinda® Apple from Val di Non P.D.O.

Speaker: Representative of Consorzio Melinda SCA, Italy

Example of Murfatlar, ROMANIA

Speakers: Representative of ... Romania

- 15.00 – 15.20 Discussion
- 15.20 – 15.40 Coffee Break
- 15.40 – 17.00 Topic 4: Challenges and Opportunities Protecting GIs: Country Experience
- Speakers will present national legal systems of protection of geographical indications, describing the challenges and opportunities of protecting GIs*
- Speakers: All WIPO financed participants
- 19.00 Reception hosted by WIPO

Thursday, October 9, 2014

- 10.00 – 10.40 Topic 5: Review of the Lisbon Agreement for the Protection of Appellations of origin and Their International Registration: What's New?
- The speaker will address the state of play in the review of the Lisbon Agreement by the Working Group on the Development of the Lisbon System*
- Speaker: Representative of WIPO
- 10.40 – 11.00 Discussion
- 11.00 – 11.20 Coffee Break
- 11.20 – 12.20 Topic 6: Roundtable Discussion - GIs in the Global Marketplace: Lessons to be learnt from International and National Experiences
- Following the opinions presented by the speakers during the previous program items, an open-floor discussion will allow all participants to exchange views on the matter.*
- Moderator: Representative of WIPO
- Speakers: All participants
- 12.20 – 12.40 Closing Ceremony

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