

**WIPO/SMEs/VER/09/INF/1**

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WORLD INTELLECTUAL  
PROPERTY ORGANIZATION



UNITED STATES PATENT AND  
TRADEMARK OFFICE



GOVERNMENT OF ITALY



INSTITUTO MEXICANO DE LA  
PROPIEDAD INTELECTUAL



EUROPEAN COMMISSION



PROTCUEM



SECRETARÍA DE ECONOMÍA



GOBIERNO DEL ESTADO DE VERACRUZ

**SUB-REGIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND THE  
COMPETITIVENESS OF SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) IN  
THE AGRO-FOODS SECTOR IN LATIN AMERICA**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Italian Government

the United States Patent and Trademark Office (USPTO)

the Mexican Institute of Intellectual Property (IMPI)

Proyecto de Facilitación del Tratado de Libre Comercio entre México y la Unión Europea  
(PROTCUEM)

**Veracruz, October 19 and 20, 2009**

**PROGRAM**

Monday, October 19, 2009

8.30 – 9.00 Registration

9.00 – 10.00 OPENING CEREMONY

Mr. Marco Marzano de Marinis, Program Officer, Small and Medium-Sized Enterprises Division, World Intellectual Property Organization (WIPO), Geneva

Mr. Fabrizio Mazza, Counselor, Head of Intellectual Property Office, Directorate General for Multilateral Economic Cooperation, Ministry of Foreign Affairs, Rome

Representative from the United Patents and Trademark Office (USPTO)

Mr. Jorge Amigo Castañeda, Director General, Instituto Mexicano de la Propiedad Industrial (IMPI)

Representative from Veracruz Government

10.00 – 11.30 Theme 1:    A)The Realities of the Agro-Foods and Agro-Industrial in Italy, North America, Latin American Countries: Opportunities and Challenges in Foreign Trade

Speakers: Mr. Fabrizio Mazza, Rome

Mr. John Calvert, Administrator, USPTO Inventor Assistance Program, United Patents and Trademark Office, Alexandria

B) The Reality of the Sugar Industry and its potential for the State of Veracruz

Speakers: Mr. Juan Humberto García Sánchez, Expert, *Secretaria de Desarrollo Agropecuario, Rural, Forestal y Pesca*, Government of Veracruz

11.30 – 11.45 Coffee Break

11.45 – 13.45 Theme 2: Intellectual Property as a Business Tool for Small and Medium-Sized Enterprises (SMEs) Development in the Agro-Foods Sector.

Speakers: Mr. Marco Marzano de Marinis, Geneva

Mr. Giorgio Bocedi, Head of Intellectual Property Department,  
Consorzio del Formaggio Parmigiano Reggiano, Reggio Emilia,  
Italia

Mr. Edo Van Hasselt, Manager, Korn Snacks del Perú SAC,  
Lima

13.45 – 15.45 Lunch Break

15.45 – 17.00 Theme 3: National Support Measures for Agro-Foods Sector and its Competitiveness Development. Business Opportunities

Speakers: Mr. Carlos García Méndez, Expert, *Secretaria de Desarrollo Económico del Estado de Veracruz*, Veracruz

Mr. Leonardo Peña, Coordinator, Promexico, Mexico

Mrs. Barbara Billocci, European Expert, Italian Government,  
Florence

17.00 – 18.30 Theme 4 Strategic Importance of Technological Innovations for Business Success

Speakers: Mr. Kyle Jensen, Director, PIPRA

Mr. Andrew John Beale, Director, University of Swansea,  
United Kingdom

Mrs. Veronica Bravo Polo, Mexico

Mr. John Calvert, Alexandria

Tuesday, October 20, 2009

9.15 – 10.00 Theme 5: Legal Protection of Industrial Property in the Agro-Foods Sector.

Speakers: Mr. César Parga, Consultant, Organization of American States  
(OEA)

- 10.00 – 10.45 Theme 6: Signs and Emotions: The Strategic Importance of Trademarks in the Business Strategies in the Agro-foods Sector
- Speakers: Mr. Marco Marzano de Marinis, Geneva
- 10.45 – 11.00 Coffee Break
- 11.00 – 12.30 Theme 7: The Protection of Products through the Collective Marks, Certification Marks and Appellations of Origin
- A) Strategic Use of Collective Marks and Certification Marks in the Agro-Foods Sector
- Speakers: Mr. Giorgio Bocedi, Italy
- Mr. Alberto Monjarás Osorio, Director, Legal Services Department, *Instituto Mexicano de la Propiedad Industrial (IMPI)*
- Mr. Francisco Javier Iñiguez Aguilar, Expert, Salsas Habaneras Capitán Bravo
- 12.30 – 14.30 Theme 8: B) Creation and Use of Appellations of Origin and Geographical Indications in the Agro-Foods Sector
- Speakers: Mr. Eduardo Assad Azuara, President, *Consejo Directivo del Consejo Regulador del Café Veracruz*, Mexico
- Mrs. Mariela Morales Bravo, Coordinator, *Grupo de Trabajo de la Norma Oficial Mexicana Vainilla de Papantla*, Mexico
- Mrs. Esperanza Rodríguez Cisneros, Expert, Larena, Trevilla, Fernandez y de la Torre, S.C. México
- Mrs. Barbara Billocci, Florence
- 14.30 – 16.00 Lunch Break
- 16.00 – 18.30 Theme 9: Business Opportunities and Development Models and Use of Trademarks in the Agro-Foods Sector. The Importance of Marketing Strategies, Licence and Franchising.
- Speaker: Mr. Marco Marzano de Marinis, Geneva
- Mr. Gregorio Dehaene, Director. SIGMA Alimentos, México

Mrs. Veronica Bravo Polo, Mexico

Mr. Jorge Rojas, Consultant, *Programa FIA- PIPRA*

Mrs. Norma Edda Gaya Goldaracena, Expert, Gaya Vai - Mex,  
Mexico

18.30 Closing Ceremony

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