

WIPO/GEO/BEI/07/INF/2**ORIGINAL:** English**DATE:** June 28, 2007

STATE ADMINISTRATION FOR INDUSTRY AND COMMERCE



WORLD INTELLECTUAL PROPERTY ORGANIZATION

INTERNATIONAL SYMPOSIUM ON GEOGRAPHICAL INDICATIONS

jointly organized by
the World Intellectual Property Organization (WIPO)
and
the State Administration for Industry and Commerce (SAIC)
of the People's Republic of China
Beijing, June 26 to 28, 2007

PROGRAM

prepared by the International Bureau of WIPO

Tuesday, June 26, 2007

8.30 – 9.30 Registration

9.30 – 10.00 Opening

Opening addresses by:

H.E. Mrs. Wu Yi, Vice Prime Minister of the People's Republic of China

H.E. Mr. Zhou Bohua, Minister, State Administration for Industry and Commerce (SAIC) of the People's Republic of China, Beijing

Mr. Ernesto Rubio, Special Envoy representing Dr. Kamil Idris, Director General of the World Intellectual Property Organization (WIPO), Geneva, Switzerland

10.00 – 10.20 Strengthening the Protection of Geographical Indications, Promoting Healthy and Fast Economic Development

Keynote address by:

H.E. Mr. Li Dongsheng, Vice Minister, SAIC, Beijing

10.20 – 11.30 Geographical Indications in the International Arena – The Current Situation

This Panel will address the current international debate on geographical indications. Specific reference will be made to the ongoing work in WIPO and the World Trade Organization (WTO).

Moderator: Mr. An Qinghu, Director General, Chinese Trademark Office, SAIC

Speakers: Mr. Marcus Höpperger, Acting Director, Law and International Classifications Division, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO

Mrs. Thu-Lang Tran Wasescha, Counsellor, Intellectual Property Division, WTO, Geneva, Switzerland

Mr. Matthijs Geuze, Senior Counsellor, Office of the Assistant Director General, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO

11.30 – 11.45 Coffee Break

11.45 – 13.00 Geographical Indications at the National Level – A Variety of Approaches and Institutional Aspects

Speakers will present different approaches to the protection of geographical indications with consideration given to the various elements that underlie them.

Moderator: Mr. Ernesto Rubio, WIPO

Speakers: Mr. Raimondo Serra, Agricultural Counsellor,
Delegation of the European Commission to China,
Beijing

Mr. David Morfesi, Attorney-Advisor, Office of
International Relations, United States Patent and
Trademark Office (USPTO), Alexandria, United
States of America

Mr. Dirk Troskie, Agricultural Economist and Deputy
Director, Department of Agriculture, Western Cape,
Elsenburg, South Africa

13.00 – 15.00 Lunch Break

15.00 – 16.30 Geographical Indications in the Asia – Pacific Region

Speakers will describe national legislation with regard to geographical indications in their respective countries and answer questions from the audience.

Moderator: Mr. Ernesto Rubio, WIPO

Speakers: Mr. An Qinghu, SAIC

Mr. Nohyoung Park, Professor of Law, Korea
University, Seoul

Mrs. Pajchima Tanasanti, Director, Trademark
Office, Department of Intellectual Property, Ministry
of Commerce, Nonthaburi, Thailand

16.30 – 17.00 Coffee Break

17.00 – 18.30

Geographical Indications and Traditional Knowledge

This Panel will explore the interface between geographical indications and traditional knowledge and describe how geographical indications can play a role in the field of traditional knowledge.

Moderator: Mr. An Qinghu, SAIC

Speakers: Mr. Antony Taubman, Acting Director and Head, Global IP Issues Division, PCT and Patents, Arbitration and Mediation Center, and Global I.P. Issues, WIPO

Mr. Miguel Ángel Sánchez del Solar, Head of Distinctive Signs, National Institute for the Defense of Competition and Intellectual Property Protection (INDECOPI), Lima

Mr. Getachew Mengistie, Director General, Ethiopian Intellectual Property Office (EIPO), Addis Ababa

19.00 – 21.00

Welcome Reception offered by WIPO

Wednesday, June 27, 2007

All-day excursion to be organized by SAIC

Thursday, June 28, 2007

9.30 – 11.00

Geographical Indications: Creating Value Through Connecting Products with Geographical Origin

The speakers will present their views on the use of geographical indications in marketing strategies.

Moderator: Mr. Marcus Höpperger, WIPO

Speakers: Mr. Luis Fernando Samper, Director General, Intellectual Property, National Federation of Colombian Coffee Growers, Bogotá

Mr. Li Yuquan, President, Green Chinese Onion Science Study Institute of Zhangqiu, Zhangqiu Shandong, China

Mr. Pat Kole, Vice President, Legal Affairs, Idaho Potato Commission, Eagle, Idaho, United States of America

11.00 – 11.30 Coffee Break

11.30 – 13.00 Geographical Indications and Trademarks: Combined Efforts for a Stronger Product Identity

The speakers will demonstrate how the use of geographical indications in combination with individual marketing efforts through trademarks strengthens the brand identity of the GI product.

Moderator: Mr. Matthijs Geuze, WIPO

Speakers: Mr. Ardagelio Garrido de la Grana, Legal Director,
La Havana SA, Havana

Mr. Jean Rodesch, Director, Institutional Affairs,
Pernod Ricard, Paris

Ms. Violeta Jalba, Head, Trademarks Section, State
Agency on Intellectual Property (AGEPI), Kishinev

13.00 – 15.00 Lunch Break

15.00 – 16.15 Perspectives for Geographical Indications

Speakers will develop ideas on how the international legal framework for geographical indications should be developed in order to reach satisfactory solutions for all parties having an interest in the protection and use of geographical indications.

Moderators: Mr. Ernesto Rubio, WIPO, and Mr. An Qinghu, SAIC

Panel: Mr. Ajay Dua, Secretary, Department of Industrial
Policy and Promotion, Ministry of Commerce and
Industry, New Delhi

Mrs. Tegan Brink, Second Secretary, Australian
Permanent Mission to the WTO, Geneva

Mr. Mathias Schaeli, Head, Legal Service, Swiss
Federal Institute of Intellectual Property (IFPI), Bern

Mr. Clark W. Lackert, Chair, Geographical
Indications Committee, International Trademark
Association (INTA), New York

Mr. Tehemtan N. Daruwalla, International
Association for the Protection of Intellectual Property
(AIPPI), Mumbai, India

Ms. Ester Olivas Cáceres, Secretary General,
Organisation for an International Geographical
Indications Network (ORIGIN), Alicante, Spain

16.15 – 16.45 Coffee Break

16.45 – 18.00 Perspectives for Geographical Indications: Open-Floor Discussion

Following the opinions presented by the speakers during the previous program item, an open-floor discussion will allow all participants to exchange views on the matter.

Moderators: Mr. Ernesto Rubio, WIPO, and Mr. An Qinghu, SAIC

18.00 Closing

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