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## SYMPOSIUM

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**WIPO/GEO/BKK/13/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: MARCH 12, 2013**

## Worldwide Symposium on Geographical Indications

organized by

the World Intellectual Property Organization (WIPO)

and

the Department of Intellectual Property (DIP) of Thailand

**Bangkok, March 27 to 29, 2013**

### PROGRAM

*prepared by the International Bureau of WIPO*

Wednesday, March 27, 2013

7.00 – 8.00 Registration

9.10 – 9.40 *Keynote address by:*

Ms. Wang Binying, Deputy Director General of the World Intellectual Property Organization (WIPO), Geneva, Switzerland

*Report on the organization of the Symposium by:*

Mr. Boonsong Teriyapirom, Minister of Commerce, Kingdom of Thailand

*Opening address by:*

Her Royal Highness Princess Maha Chakri Sirindhorn, Kingdom of Thailand

## **RECENT DEVELOPMENTS IN THE FIELD OF GEOGRAPHICAL INDICATIONS**

09.45 – 10.45 **Geographical Indications – What Is New in the Asia - Pacific Region?**

*Speakers will review the latest developments concerning geographical indications in the region.*

Moderator: Mrs. Marie-Paule Rizo, Head, Design and Geographical Indication Law Section, Brands and Designs Sector, WIPO

Speakers: Mr. Larry Sait Muling, Senior Director, Marketing and Commercialisation Division, Malaysian Pepper Board, Kuala Lumpur

Ms. Cheng Yiqun, State Administration for Industry and Commerce of the People's Republic of China (SAIC), Beijing

Mr. Hasita De Alwis, Director (Promotion), Sri Lanka Tea Board, Colombo

10.45 – 11.15 Coffee Break

11.15 – 12.30 **Geographical Indications – Where Do We Stand Today?**

*For many years, the protection of geographical indication has featured in bilateral and multilateral negotiations between States, as well as on the work programs of an increasing number of intergovernmental and non-governmental organizations. This panel will offer a review of the various initiatives that exist in the field of geographical indications, how those have evolved over the years and how they impact policy making at the national and multilateral levels.*

Moderator: Dr. Kajit Sukhum, Assistant Director General, Department of Intellectual Property (DIP) of Thailand, Bangkok

Speakers: Mr. Marcus Höpperger, Director, Law and Legislative Advice  
Division, Brands and Designs Sector, WIPO

Mrs. Pajchima Tanasanti, Director General, Department of  
Intellectual Property (DIP) of Thailand, Bangkok

12.30 – 14.00 Lunch Break at the World and Ginger Restaurant on 24<sup>th</sup> floor

14.00 – 15.00 **An International Register for Geographical Indications**

*This session will address the current debate to set up an International Register for Geographical Indications. Specific reference will be made to the ongoing work in WIPO and the World Trade Organization (WTO).*

Moderator: Dr. Tanit Changthavorn, Biodiversity Based Economy  
Development Office (Public Organization), Bangkok

Speakers: Ms. Thu-Lang Tran Wasescha, Counselor, Intellectual Property  
Division, World Trade Organization (WTO), Geneva, Switzerland

Mr. Matthijs Geuze, Head, Lisbon Registry, Brands and Designs  
Sector, WIPO

15.00 – 15.30 Coffee Break

## THE MANAGEMENT OF GEOGRAPHICAL INDICATIONS

15.30 – 17.00 **Managing Geographical Indications – Some Administrative Aspects**

*This panel will analyze the role played by the group of producers and other parties which have a right to use a geographical indication, and explain how such role is pivotal for a successful geographical indication. The panel will also look into the requirements and functioning of an efficient traceability and control scheme for geographical indications.*

Moderator: Mrs. Marie-Paule Rizo, WIPO

Speakers: Mr. Fabio Russo, Senior Industrial Development Officer, Business,  
Investment and Technology Service Branch, United Nations  
Industrial Development Organization (UNIDO), Vienna

Mr. Getachew Mengistie, Intellectual Property Consultant and  
Attorney, Addis Ababa

Mr. Leo Bertozzi, Consultant, *Consortium Parmigiano Reggiano*,  
Reggio Emilia, Italy

17.00 – 17.30 Discussions and closing of first day

17.30 – 19.30 Welcome Cocktail offered by WIPO at Lotus Garden on 26<sup>th</sup> floor

Thursday, March 28, 2013

## **GEOGRAPHICAL INDICATIONS IN BRANDING STRATEGIES**

### **9.00 – 10.30 Using Geographical Indications Alongside Other IP Rights**

*Speakers will explain how geographical indications, individual trademarks and designs can be used together to create brand equity based on geographical origin.*

Moderator: Mr. Matthijs Geuze, WIPO

Speakers: Mr. Benjamin Fontaine, Chair, Geographical Indications Committee, European Communities Trademark Association (ECTA), Brussels

Mr. Scott Gerien, Dickenson Peatman and Fogarty, Napa, United States of America

Ms. Mildred Medina, Advisor to the Vice-Minister, Ministry of Commerce and Industries, Panama

10.30 – 11.00 Coffee Break

### **11.00 – 12.30 Geographical Indications for Non-Agricultural Products**

*This panel will explore how geographical indications can be used and protected for non-agricultural products.*

Moderator: Mr. Miguel Ángel Margáin, Director General, Mexican Institute of Industrial Property (IMPI), Mexico, D.F.

Speakers: Mr. Massimo Vittori, Secretary General, Organization for an International Geographical Indications Network (oriGIn), Geneva, Switzerland

Mr. Thierry Moysset, Manager, *Forge de Laguiole*, Laguiole, France

Mr. Adil El Maliki, Director General, Moroccan Industrial and Commercial Property Office (OMPIC), Casablanca

12.30 – 14.00 Lunch Break at the World and Ginger Restaurant on 24<sup>th</sup> floor

### **14.00 – 15.30 Marketing and Protecting Geographical Indications Around the World**

*This panel will examine questions related to the worldwide marketing of products identified by geographical indications, including some of the challenges that can be met in the enforcement of the protection of geographical indications.*

Moderator: Ms. Jittima Srithaporn, Senior Legal Officer, Department of Intellectual Property (DIP) of Thailand, Bangkok

Speakers: Mr. Miguel Angel Medina, Chair, Geographical Indications Team, The European Association of Trade Mark Owners (MARQUES Ltd.), Leicester, United Kingdom

Ms. Ekaterine Egutia, Deputy Chairperson, National Intellectual Property Center (SAKPATENTI), Tbilisi, Georgia

Mr. Alan Park, Legal Advisor, Scotch Whisky Association, Edinburgh, United Kingdom

15.30 – 16.00 Coffee Break

16.00 – 17.15 **Open Discussion – An International Agenda for Geographical Indications**

*A moderated debate will give the participants the opportunity to share their views on where the emphasis of future multilateral work on geographical indications - legal, economic and administrative aspects - should be placed.*

Moderator: Mr. Marcus Höpperger, WIPO

Speakers: Mr. Craig Thorn, Senior Advisor, Consortium for Common Food Names, Arlington, United States of America

Mrs. Loretta Dormal-Marino, Deputy Director General, International Affairs, Directorate General for Agriculture and Rural Development, European Commission, Brussels

Ms. Carmen Paz Álvarez Enríquez, Senior Advisor, Cabinet of the National Director, National Institute for Industrial Property of Chile (INAPI), Santiago

17.15 – 17.30 Closing remarks addressed by:

A Representative from Thailand

A Representative from WIPO

18.00 – 21.45 Dinner hosted by DIP, Thailand (by invitation)  
All invitees meet at 18.00 hours, ground floor, Bangkok Convention Center, Centara Grand Central World

Friday, March 29, 2013

All-day Excursion at Samut Songkram (for overseas participants)  
All overseas participants meet at 7.00 hours, ground floor, Bangkok Convention Center, Centara Grand Central World

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