

WIPO/GEO/MVD/01/INF/2

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NATIONAL DIRECTORATE FOR INDUSTRIAL PROPERTY,  
MINISTRY OF INDUSTRY, ENERGY AND MINING OF URUGUAY



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION

## SYMPOSIUM ON THE INTERNATIONAL PROTECTION OF GEOGRAPHICAL INDICATIONS

organized by  
the World Intellectual Property Organization (WIPO)  
and  
the National Directorate for Industrial Property (DNPI),  
Ministry of Industry, Energy and Mining of Uruguay

**Montevideo, November 28 and 29, 2001**

PROGRAM

*prepared by the International Bureau*

Wednesday, November 28, 2001

8.30- 9.30 Registration

9.30- 10.15 Opening ceremony

Opening address by H.E. Dr. Sergio Abreu, Minister for Industry, Energy and Mining, Montevideo

Opening address by Mr. Ernesto Rubio, Director, Cooperation for Development Bureau for Latin America and the Caribbean, World Intellectual Property Organization (WIPO)

10.15–11.30 Introduction and Recent International Developments in the World Intellectual Property Organization (WIPO) and the World Trade Organization (WTO)

*The two speakers will provide a general introduction to the subject of the Symposium and report on developments concerning the international protection of geographical indications and currently taking place in the World Intellectual Property Organization and the World Trade Organization. There will be an opportunity for contributions from the floor and the speakers will answer questions.*

Moderator: Mrs. Rosario Lagarmilla, Director, National Directorate of Industrial Property (DNPI), Montevideo

Speakers: Mr. Marcus Höpperger, Head, Geographical Indications and Special Projects Section, Industrial Property Law Division, WIPO

Ms. Dariel De Sousa, Legal Affairs Officer, Intellectual Property Division, WTO, Geneva

11.30–11.45 Coffee break

11.45- 13.00 The Point of View of Industry

Moderator: Mr. Marcus Höpperger

Wednesday, November 28, 2001 (continued)

Speakers: Mr. Luis de Javier, Legal Department Manager, Miguel Torres S.A., Vilafranca del Penedés, Spain

Mr. Federico Mekis, Attorney, Chile Vineyards Association A.G., Santiago

*Two speakers representing users' interests will identify the opportunities and the difficulties that they face when making active use of geographical indications.*

13.00- 15.00 Lunchbreak

15.30 Departure for excursion

*Excursion to Canelones where two wineries will be visited.*

19.30 Dinner reception offered by the National Directorate for Industrial Property, Ministry of Industry, Energy and Mining of Uruguay

*The dinner reception will take place in Canelones.*

Thursday, November 29, 2001

10.00- 11.30 Protection in Latin America

Moderator: Mr. Marino Porzio, Senior Advisor on Intellectual Property, Ministry of External Relations of Chile, Santiago

Speakers: Mrs. Graciela Roadd' Imperio, Director, Technical Advisory Services, DNPI, Montevideo

Mr. Luis Alonso García, Head, Intellectual Property Tribunal, National Institute for the Defense of Competition and for the Protection of Intellectual Property (INDECOPI), Lima

Ms. Esperanza Rodríguez Cisneros, Director, Trademarks Division, Mexican Institute of Industrial Property (IMPI), Mexico City

Thursday, November 29, 2001 (continued)

Respondents: Mr. Jorge Iturri za, Advisor, National Directorate of Agro-Food Markets, Secretariat of Agriculture, Fisheries and Food, Buenos Aires

Ms. Maria Elizabeth Broxado, Trademark Director, National Institute of Industrial Property (INPI), Rio de Janeiro, Brazil

*Different aspects of the protection of geographical indications in various countries in Latin America will be addressed and discussed.*

11.30–12 noon      Coffee break

12 noon– 13.00      Geographical Indications and the Internet

Speaker:      Mr. Marcus Höpperger

*Recent developments concerning the use and the protection of geographical indications on the Internet, as domain names or in other forms, will be addressed and discussed.*

13.00– 15.00      Lunch break

15.00– 16.15      The Way Ahead: Developing International Protection

Moderator:      Mr. Ernesto Rubio

Speakers:      Mr. Anthony Taubman, Australian Center for Intellectual Property for Agriculture, Faculty of Law, Australian National University, Canberra

Professor Robert Tinlot, Graduate Institute of Rural Law Studies, Paris

Thursday, November 29, 2001 (continued)

Respondents: for the International Trademark Association (INTA):  
Mr. Frank Z. Hellwig, Senior Associate General  
Counsel, Anheuser - Busch Companies,  
INC, Saint - Louis, Missouri, United States  
of America

for the European Confederation of Spirits Producers  
(CEPS): Mr. Jean-Marc Girardeau, Legal Affairs  
Director, National Interdisciplinary Office for  
Cognac (BNIC), Cognac, France

*The speakers will present and discuss ideas on the future of the  
protection of geographical indications.*

16.15- 16.45 Coffee break

16.45- 18.00 The Way Ahead: Open - floor Discussion

*Following up on the opinions presented by the speakers and  
respondents for the previous program item, an open - floor discussion  
will allow all participants to exchange their views on the matter.*

18.00 Closing

19.00 Cocktail reception offered by WIPO

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