

**WIPO/GEO/SFO/03/INF/2**

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WORLD INTELLECTUAL  
PROPERTY ORGANIZATION

## **WORLDWIDE SYMPOSIUM ON GEOGRAPHICAL INDICATIONS**

organized by  
the World Intellectual Property Organization (WIPO)  
and  
the United States Patent and Trademark Office (USPTO)

**San Francisco, California, July 9 to 11, 2003**

PROGRAM

*prepared by the International Bureau*

Wednesday, July 9, 2003

8.30 – 9.30 Registration

9.30 – 10.15 Opening

Opening remarks by the Honorable James E. Rogan, Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office (USPTO)

Opening remarks by Mr. Ernesto Rubio, Senior Director, Trademarks, Industrial Designs and Geographical Indications Department, World Intellectual Property Organization (WIPO)

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

*An introduction to geographical indications and the existing international legal framework will be given followed by an update on recent developments in WIPO and the WTO, in particular the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT) and the Council for TRIPS.*

Moderator: Mrs. Eleanor K. Meltzer, Attorney-Advisor, United States Patent and Trademark Office (USPTO), Department of Commerce, Arlington

Speakers: Mr. Marcus Höpperger, Head, Information and Training Section, Trademarks, Industrial Designs and Geographical Indications Department, WIPO, Geneva

Mr. Hannu Wager, Counsellor, Intellectual Property Division, WTO, Geneva

11.30 – 11.45 Coffee break

11.45 – 13.00

Protection of Geographical Indications: Point of View of Governments

*The speakers will present approaches to the protection of geographical indications with consideration given to various aspects that are underlying protection schemes for geographical indications.*

Moderator: Mr. Ernesto Rubio

Speakers: Mrs. Eleanor K. Meltzer

Ms. Susana Perez Ferreras, Administrator, Directorate General, Intellectual Property Unit, Internal Market, European Commission, Brussels

Mrs. Marta Gabrieloni, Counsellor, Permanent Mission of the Republic of Argentina to the Office of the United Nations and other International Organizations, Geneva

Mrs. Anna Lörincz-Fejes, Deputy Head, Legal and International Department, Hungarian Patent Office, Budapest

13.00 – 15.00

Lunch break

15.00 – 16.15

Protection of Geographical Indications: Point of View of Producers

*Speakers representing producers will lay down their views on the protection of geographical indications with regard to the specific aspects dealt with by the previous panel.*

Moderator: Mr. David M. Morfesi, Attorney-Advisor, Office of International Relations, USPTO, Department of Commerce, Arlington

Speakers: Mr. Eduardo Orendain Giovannini, President, Cámara Nacional de la Industria Tequilera, Mexico

Mr. Naba Kumar Das, Chairman, Tea Board of India, Kolkata

Mrs. Sarah Fogarty-Thorn, Director, International Trade, Grocery Manufacturers of America, Washington D.C.

Mr. Federico Castellucci, Director General,  
Federvini, Roma

16.15 – 16.45 Coffee break

16.45 – 18.00 Geographical Indications and Trademarks

*The speakers will look at the relationship between geographical indications and trademarks and present approaches to this complex issue.*

Moderator: Mr. Marcus Höpperger

Speakers: Mr. Burkhard Goebel, International Trademark Association (INTA), Hamburg

Mr. François Curchod, Adjunct Professor at the Robert Schuman University of Strasbourg, Representative of the International Association for the Protection of Intellectual Property (AIPPI), Genolier

Mr. Stephen Stern, International Wine Law Association (AIDV), Sydney

19.00 – 21.00 Welcome Cocktail Reception offered by the WIPO

Thursday, July 10, 2003

All day excursion to be organized by the USPTO

Friday, July 11, 2003

10.00 – 11.15 Geographical Indications and International Trade-Industry Perspectives

*The speakers will share their views on the use and protection of geographical indications in international trade.*

Moderator: Mr. Ernesto Rubio

Speakers: Mr. Gilles Besse, Jean-René Germanier S.A.,  
Vétroz

Mr. George Skol, Vice President, E & J Gallo  
Winery, Modesto

Mr. Aziz Bouazzaoui, Director, Moroccan Industrial  
and Commercial Property Office, Ministry of Trade  
and Industry, Casablanca

Mr. Peter Gallagher, Principal Consultant, Inquit Pty  
Ltd., Melbourne

11.15 – 11.45 Coffee break

11.45 – 13.00 Geographical Indications Around the World

*The speakers will demonstrate how geographical indications around the world established their reputation and how they are used and protected.*

Moderator: Mr. Jorge Amigo Castañeda, Director General,  
Mexican Institute of Industrial Property, Mexico

Speakers: Mr. Erick Boutry, President, Chief Executive Officer,  
Sorrento Lactalis, Lactalis USA, New York

Mr. David Broodryk, Intellectual Property Services  
(IPS), Cape Town

Mr. Yves Bénard, Director, Louis Vuitton Moët  
Hennessy (LVMH), Reims

Mr. Pedro Echeverria, President, Organization for an  
International Geographical Indications Network  
(ORIGIN), Lausanne

13.00 – 15.00 Lunch break

15.00 – 16.15 A Way Forward for Geographical Indications

*Speakers representing governments and industry 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.*

Moderator: Mr. François Curchod

Panel: Mr. Frank Hellwig, Senior Associate General Counsel, Anheuser-Busch Companies, St. Louis

Mr. Jean Rodesch, Vice President, Pernod Ricard and Director for European Affairs Directorate, Brussels

Mr. Luis Berenguer Giménez, Attorney-Advisor, Consejo Regulador del Turrón de Jijona, Alicante

H.E. David Spencer, Ambassador and Permanent Representative of Australia to the WTO, Geneva

16.15 – 16.45 Coffee break

16.45 – 18.00 A Way Forward for Geographical Indications: Open-Floor Discussion

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

Moderator: Mr. François Curchod

18.00 Closing

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