



SYMPOSIUM

WIPO/GEO/GE/21/INF/1
ORIGINAL: ENGLISH
DATE: AUGUST 20, 2021

Worldwide Symposium on Geographical Indications

organized
by the World Intellectual Property Organization (WIPO)

Geneva (Virtual), September 6 to 8, 2021

PROGRAM

prepared by the International Bureau of WIPO

Monday, September 6, 2021

11.40 – 12.00 Online Connection to the Symposium

12.00 – 12.20 Opening address by:

Mr. Daren Tang, Director General, World Intellectual Property Organization (WIPO), Geneva

12.20 – 12.30 Break

12.30 – 13.40 **Selected International Developments**

The approach to the legal protection of geographical indications varies depending on the national, regional or international context in which they are developed and used. There is continuing development of proactive regulation and protection schemes for geographical indications. This panel will review some of those developments in selected jurisdictions and at the multilateral level.

Moderator: Mr. Francis Fay, Head, Unit Geographical Indications, Directorate General Agriculture and Rural Development, European Commission, Brussels

Speakers: Ms. Alexandra Grazioli, Director, Lisbon Registry, Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector, WIPO

Ms. Suelen Carls, Visiting Professor, University of Marília (Unimar), Marília, Brazil

Mr. Li Yue, Expert, Intellectual Property Protection Department, China National Intellectual Property Administration (CNIPA), Beijing

13.40 – 13.50 Break

13.50 – 15.00 **The Socio-economic Impact of Geographical Indications**

Geographical indications are policy tools that can be used to achieve various objectives – economic, social and cultural. The panel will offer an opportunity to discuss the impact of GI policies on producers, communities and consumers and review one of the most complete economic studies published to date on the economic value of geographical indications.

Moderator: Ms. Intan Hamdan-Livramento, Economic Officer, Innovation Economy Section, Department for Economics and Data Analytics, Intellectual Property and Innovation Ecosystems Sector, WIPO

Speakers: Mr. Tanguy Chever, Consultant, AND International, Paris

Mr. Alexander Parra Peña, Attorney, *Artesanías de Colombia*, Bogotá

Dr. Hazel Moir, Adjunct Associate Professor, Centre for European Studies (CES), Australian National University (ANU), Canberra

Mr. Reto Meili, Project Coordinator, International Cooperation Division, Swiss Federal Institute of Intellectual Property (IPI), Bern

Tuesday, September 7, 2021

11.40 – 12.00 Online Connection to the Symposium

12.00 – 13.15 **Commercialization Strategies for Geographical Indications**

Geographical indication protection is often adopted for certain products out of a perceived need to organize producers and to improve and enforce the quality of the products marketed under a geographical indication. But commercial success does not come automatically with the adoption of a protection scheme. How does branding of geographical indication products have to look like in order to attract commercial success?

Moderator: Ms. Pilar Montero, Commercial Law Professor, University of Alicante, Alicante, Spain

Speakers: Ms. Paola Andrea Romero Torres, Member of the Geographical Indications Committee, International Trademark Association (INTA), Bogotá

Ms. Margalita Avkopashvili, Brother's Cellars, Bolnisi, Georgia

Mr. Khalid Rahel, Head, Research and Development Quality Division, Ministry of Tourism, Handicrafts, Air Transport and Social Economy, Rabat

13.15 – 13.30 Break

13.30 – 15.00 **Geographical Indications and Trade**

Products bearing geographical indications are often traded across borders. As for all intangible goods, this comes along with a number of challenges for producers, traders and consumers alike. Special provisions for trade in geographical indications products have featured for a long time in international bilateral, regional and multilateral trade agreements and not at least in the WTO TRIPS Agreement. This panel will offer an outlook on most recent developments in this area, including an opportunity for presenting arguments against the use of geographical names as geographical indications in markets where there is an ex ante use of such indications as generic product descriptions.

Moderator: Mr. Tony Taubman, Director, Intellectual Property, Government Procurement and Competition Division, World Trade Organization (WTO), Geneva

Speakers: Dr. Irene Calboli, Academic Fellow and Visiting Professor,
Singapore University of Social Sciences, Singapore

Mr. Maximiliano Santa Cruz, Director, Santa Cruz IP, Santiago
de Chile

Ms. Shawna Morris, Senior Director, Consortium for Common
Food Names (CCFN), Arlington, Virginia, United States of
America

Wednesday, September 8, 2021

11.40 – 12.00 Online Connection to the Symposium

12.00 – 13.15 **Geographical Indications and Sustainability**

As already discussed by a previous Panel, geographical indications can support a variety of policy objectives. Against the background of recent developments, such as global warming and climate change, the question of sustainable production of all types of products gains increasingly prominence. This Panel will review some concrete cases.

Moderator: Mr. Massimo Vittori, Managing Director, Organization for an
International Geographical Indications Network (oriGIn),
Geneva

Speakers: Mr. Pape-Tahirou Kanouté, Agricultural Economist,
ETDS (*Économie Territoires et Développement Services*),
Ziguinchor, Senegal

Mr. Dirk Troskie, Director, Business Planning and Strategy,
Department of Agriculture, Ministry of Agriculture, Elsenburg,
South Africa

Ms. Miranda Risang Ayu Palar, Head, Intellectual Property
Center on Regulation and Application Studies, Faculty of Law,
Universitas Padjadjaran, Bandung, Indonesia

13.15 – 13.30 Break

13.30 – 14.45 **Challenges for Geographical Indications and the Internet Domain Name System**

Ever since the explosion of the use of the Internet, the number of registered domain names is on the up. In 2019, the company Verisign estimated the existence of a total of 460 million registered domain names. The registration of domain names is not always free of conflict and domain name registration policies protect proprietary or personality interests in all sorts of names. Most prominently, the Uniform Dispute Resolution Policy (UDRP) of the Internet Cooperation for Assigned Names and Numbers (ICANN) offers a protection mechanism against bad faith registrations of trademarks as domain names. However, the UDRP is not applicable to sui generis geographical indications, a fact that has given rise to abundant discussion. The Panel will review the current state of affairs.

Moderator: Ms. Heather Forrest, Senior Researcher (Adjunct), University of Tasmania, Hobart, Australia

Speakers: Mr. John D. Rodriguez, Attorney-Advisor (Trademarks), Office of Policy and International Affairs (OPIA), United States Patent and Trademark Office (USPTO), Alexandria, Virginia, United States of America

Ms. Delia Belciu, Chair, Data Committee, European Communities Trademark Association (ECTA), Brussels

Ms. Manal Ismail, Chair, Governmental Advisory Committee (GAC), Internet Corporation for Assigned Names and Numbers (ICANN), Cairo

14.45 – 15.00 Closing remarks by:

Ms. Wang Binying, Deputy Director General, Brands and Designs Sector, WIPO

[End of document]