



10th Anniversary of the Geneva Act of the Lisbon Agreement



To mark the **10th anniversary of the adoption of the Geneva Act of the Lisbon Agreement on Appellations of Origin and Geographical Indications** in 2015, we invite you to attend a

High-level panel discussion

featuring representatives from current and prospective members of the Geneva Act of the Lisbon Agreement.

This special event will offer insights into their experiences as users of the international registration system for appellations of origin (AOs) and geographical indications (GIs) administered by WIPO. Panelists will also share the socio-economic impact of AOs/GIs on local communities and producers, as well as their perspectives on the future – highlighting the role of AOs/GIs in preserving local products and traditions, while promoting sustainable economic development.

Don't miss this opportunity to hear how the Geneva Act of the Lisbon Agreement not only provides strong legal protection on a global scale but also enhances the visibility and recognition of authentic high-quality local products, thereby helping to shape their future success.

The Geneva Act of the Lisbon Agreement: From local to global!

Thursday, July 10, 2025

**Tent/Room A – AB Building,
WIPO Headquarters, Geneva**

1.00 p.m. to 2.00 p.m.

Lunch

2.00 p.m. to 3.00 p.m.

High Level Panel Discussion



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High Level Panel Discussion

Mr. Daren Tang – Director General, WIPO

H.E. Mr. Ouk Prachea – Secretary of State, Ministry of Commerce, Cambodia

Mr. Diego Canga Fano – Acting Deputy Director General, Directorate General for Agriculture and Rural Development, European Commission

Mr. Denis Loukou Bohoussou – Director General, Organisation africaine de la propriété intellectuelle

Mr. Soso Giorgadze – Chairman, National Intellectual Property Center of Georgia

H.E. Ms. Claudette Joseph – Minister of Legal Affairs, Labour and Community Affairs, Grenada

H.E. Mr. Sumbue Antas – Ambassador, Permanent Representative, Permanent Mission of Vanuatu to the UN and other International Organisations

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

*Speakers listed in order of accession date to the Geneva Act of the Lisbon Agreement.