



Hungarian Intellectual
Property Office



SYMPOSIUM

WIPO/GEO/BUD/15/INF/1
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DATE: SEPTEMBER 28, 2015

Worldwide Symposium on Geographical Indications

organized by

the World Intellectual Property Organization (WIPO)

and

the Hungarian Intellectual Property Office (HIPO)

Budapest, October 20 to 22, 2015

PROGRAM

prepared by the International Bureau of WIPO

Tuesday, October 20, 2015

12.30 – 14.00 Registration

14.00 – 14.45 *Opening address by:*

Mr. Francis Gurry, Director General, World Intellectual Property Organization (WIPO), Geneva, Switzerland

Mr. Sándor Fazekas, Minister for Agriculture of Hungary, Ministry of Agriculture, Budapest

Mr. Miklós Bendzsel, President, Hungarian Intellectual Property Office (HIPO), Budapest

14.45 – 15.10 *Addresses by special invitees*

Mr. Liu Junchen, Vice Minister, State Administration for Industry and Commerce of the People's Republic of China (SAIC), Beijing

Mr. António Campinos, President, Office for Harmonization in the Internal Market (Trade Marks and Designs) (OHIM), Alicante, Spain

DEVELOPMENTS IN THE FIELD OF GEOGRAPHICAL INDICATIONS

15.15 – 16.15 **The Revision of the Lisbon System**

This session will address the recent revision of the Lisbon System, which resulted in the adoption of the Geneva Act of the Lisbon Agreement on Appellations of Origin and Geographical Indications.

Moderator: Mr. François Curchod, Former Associate Professor, Centre for International Intellectual Property Studies (CEIPI), Strasbourg, France

Speakers: Mr. Elio De Tullio, Attorney, Consortium for the Protection of Provolone Valpadana PDO Cheese, Rome

Ms. Tanya Duthie, Assistant Director, International Policy and Cooperation, IP Australia, Canberra

16.30 – 17.00 Coffee Break

17.00 – 18.00 **Trademarks and Geographical Indications**

In this session, representatives of two IP Offices from jurisdictions that protect geographical indications through different protection systems will explain how trademarks and sui generis rights for geographical indications relate in practice in their respective jurisdictions.

Moderator: Mr. Mihály Zoltán Ficsor, Vice-President, HIPO

Speakers: Mr. Óscar Mondéjar, Head, Legal Practice Service,
International Cooperation and Legal Affairs Department, OHIM

Ms. Fleurette Coetzee, Senior Manager, Trade Marks,
Department of Trade and Industry, Companies and Intellectual
Property Commission (CIPC), Pretoria

Closing of the first day

19.00 – 21.00 Welcome Reception: Vigadó

Wednesday, October 21, 2015

THE MANAGEMENT OF GEOGRAPHICAL INDICATIONS

9.30 – 11.00 **Institutional Aspects of Geographical Indications Administration**

The implementation of sui generis systems for the protection of geographical indications relies on the establishment of appropriate institutional structures, most often in the form of a government agency entrusted with that task. States and international organizations with competence for the administration of geographical indications protection have adopted different approaches to this question. Owing to the fact that geographical indications are often protected for agricultural products, relevant GI institutions are often set up as part of the administration in charge of agriculture. Nevertheless, classic industrial property offices find themselves more and more bestowed with the responsibility of administering registration and protection schemes for geographical indications. This Panel will feature representatives of different institutions, illustrate how those institutions work in practice and some of the challenges that they face.

Moderator: Mr. Imre Gonda, Deputy Head, Trademark, Model and Design
Department, HIPO

Speakers: Mr. Michel Gonomy, Responsible for geographical indications
program, African Intellectual Property Organization (OAPI),
Yaoundé

Ms. Adriana Broutin, Examiner, Trademarks and Distinctive
Signs Department, National Register, San José

Mr. Suphat Saquandeeikul, Deputy Director General,
Department of Intellectual Property (DIP), Nonthaburi, Thailand

11.00 – 11.30 Coffee Break

GEOGRAPHICAL INDICATIONS ON THE GO

11.30 – 12.30 **The Socio-Economic Impact of Geographical Indications**

This panel will look at the economic rationale underlying the development and use of geographical indications, as well as review the impact that geographical indications can have on rural development, the preservation of biodiversity and traditional resources, and social welfare in general.

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

Speakers: Mr. Tanguy Chever, Consultant, AND International (*Agriculture-Nutrition-Développement*), Paris

Mr. Daniel Gervais, Professor of Law, Vanderbilt University, Nashville, United States of America

12.30 – 14.30 Lunch Break

14.30 – 16.00 **Geographical Indications for Non-Agricultural Products**

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

Moderator: Mr. Péter Csiky, Head, Trademark, Model and Design Department, HIPO

Speakers: Mr. Attila Simon, CEO, Herend Porcelain Manufactory, Herend, Hungary

Mr. Prashanth Kumar S. Bhairappanavar, Examiner of Trade Marks and Geographical Indications, Geographical Indications Registry, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Chennai, India

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

16.00 – 16.30 Coffee Break

16.30 – 18.00 **Where to Go From Here**

This panel will give participants representing non-governmental associations the opportunity to share their views on where the emphasis of future work on geographical indications - legal, economic and administrative aspects - should be placed.

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

Speakers: Ms. Maike Moellers, Consortium for Common Food Names (CCFN)

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

Mr. Miguel Ángel Medina, Member of the Council and of the Geographical Indications Team, The European Association of Trade Mark Owners (MARQUES Ltd.), Leicester, United Kingdom

Mr. Philip Sloan, Chair of the Geographical Indications subcommittee of the Related Rights Committee, International Trademark Association (INTA), New York, United States of America

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

18.00 – 18.15 Closing remarks addressed by:

Mr. Mihály Ficsor, Vice President, HIPO

Ms. Wang Binying, Deputy Director General, WIPO

Thursday, October 22, 2015

All-day Excursion

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