



THE NATIONAL INSTITUTE FOR THE DEFENSE OF  
COMPETITION AND THE PROTECTION OF  
INTELLECTUAL PROPERTY



Ministerio de Relaciones Exteriores

MINISTRY OF FOREIGN  
AFFAIRS



**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

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## SYMPOSIUM

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WIPO/GEO/LIM/11/INF/2  
ORIGINAL: ENGLISH  
DATE: JUNE 16, 2011

## Worldwide Symposium on Geographical Indications

*organized by*

the World Intellectual Property Organization (WIPO),

the National Institute for the Defense of Competition and the Protection of  
Intellectual Property (INDECOPI) of Peru

and

the Ministry of Foreign Affairs of Peru

**Lima, June 22 – 24, 2011**

## PROGRAM

Wednesday, June 22, 2011

8.00 – 9.15 Registration

9.15 – 9.45 Opening

Opening addresses by:

Her Excellency Mrs. Elizabeth Astete, Ambassador, Director General of Economic Affairs, Ministry of Foreign Affairs, Lima

Ms. Wang Binying, Deputy Director General, World Intellectual Property Organization (WIPO), Geneva, Switzerland

#### ROUNDUP OF RECENT DEVELOPMENTS IN THE FIELD OF GEOGRAPHICAL INDICATIONS

9.45 – 11.15 Geographical Indications – What is New at the International Level?

*Speakers will review the recent developments at the multilateral level, including the state of the discussions in the framework of the Doha Development Agenda and the work carried out at WIPO. In particular, speakers will address the state of play in the review of the Lisbon Agreement by the Working Group on the Development of the Lisbon System and the possible introduction of dispute settlement mechanisms within the framework of the Lisbon Agreement.*

Moderator: Mr. Hugo Gonzalez, Directorate of Distinctive Signs, National Institute for the Defense of Competition and the Protection of Intellectual Property (INDECOP), Lima

Speakers: Mr. Wolf Meier-Ewert, Counsellor, Intellectual Property Division, World Trade Organization (WTO), Geneva, Switzerland

Mr. Matthijs Geuze, Head, International Appellations of Origin Registry, WIPO

Mr. Mihály Zoltán Ficsor, Vice-President, Hungarian Intellectual Property Office, Budapest

11.15 – 11.45 Coffee Break

11.45 – 13.15 Geographical Indications – What is New in the Latin American Region?

*Speakers will review the latest developments affecting geographical indications in the region and will appraise, in particular, the impact of the provisions concerning geographical indications, contained in bilateral agreements concluded by countries in the region.*

Moderator: Mrs. Maria Paola Rizo, Head, Design and Geographical Indication Law Section, WIPO

Speakers: Ms. Carolina Belmar, Deputy Director for Trademarks, Geographical Indications and Appellations of Origin, National Institute for Industrial Property (INAPI), Santiago

Mrs. Edith Flores, Negotiator of Guatemala for the Association Agreement between the European Union and Central America, Guatemala

Mr. Alfredo Rendón, Deputy Director General, Mexican Institute for Industrial Property (IMPI), Mexico

Mrs. Patricia Gamboa, Director, Directorate of Distinctive Signs, INDECOPI

13.15 – 14.30 Lunch Break

#### THE RATIONALE BEHIND GEOGRAPHICAL INDICATIONS

14.30 – 15.45 The Socio-Economics 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: Mr. Miguel Ángel Sánchez del Solar, Directorate of Distinctive Signs, INDECOPI

Speakers: Prof. Dr. Roland Herrmann, Institute of Agricultural Policy and Market Research University of Giessen, Giessen, Germany

Mrs. Cerkia Bramley, Researcher, Department of Agricultural Economics, Extension and Rural Development, University of Pretoria, South Africa

Ms. Émilie Vandecandelaere, Nutrition and Consumer Protection Division, United Nations Food and Agriculture Organization (FAO), Rome

15.45 – 16.15 Coffee Break

16.15 – 17.15 Geographical Indications – From Commodities to Brands

*This panel will explore how geographical indications can be used in a differentiation strategy for commodities, the conditions for building origin-based brand equity, as well as the challenges of this type of strategy.*

Moderator: Mr. Marcus Höpferger, Director, Trademark and Design Law Division, WIPO

Speakers: Mr. Kaushik Basu, Secretary General, Darjeeling Tea Association, Kolkata, India

Mr. Luis Fernando Samper, Chief Communications and Marketing Officer, Colombian Coffee Growers Federation, Bogotá

19.00 – 21.00 Welcome Reception offered by the Ministry of Foreign Affairs of Peru

Thursday, June 23, 2011

#### THE MANAGEMENT OF GEOGRAPHICAL INDICATIONS

9.00 – 10.00 The Organization Behind Geographical Indications

*This panel will analyze the role played by the group of producers and other parties which have a right to use a geographical indication, and explain how such role is pivotal for a successful geographical indication.*

Moderator: Mr. Matthijs Geuze, WIPO

Speakers: Mrs. Nuria Ackermann, SME Consortia Consultant, United Nations Industrial Development Organization (UNIDO), Vienna

Mr. Claude Vermot-Desroches, President, Comité interprofessionnel du Comté, Poligny, France

10.00 – 11.00 Traceability, Verification and Control

*This panel will look into the requirements and functioning of an efficient traceability and control scheme for geographical indications.*

Moderator: Mr. Luis Fernando Samper, Colombian Coffee Growers Federation, Bogota

Speakers: Mrs. Corinne Couillerot, Association Exchange and Sustainable Development Network (REDD), Lausanne, Switzerland

Mrs. María Bertha Becerra Ríos, Tequila Regulatory Council, Jalisco, Mexico

11.00 – 11.30 Coffee Break

11.30 – 12.45 Geographical Indications in the Americas – Selected Case Studies

*Based on concrete case studies, speakers will describe experiences in the development of geographical indications in their countries.*

Moderator: Mrs. Maria Paola Rizo, WIPO

Speakers: His Excellency Mr. Gonzalo Gutierrez, Ambassador, Permanent Representative of Peru to the Office of the United Nations, New York

Mr. Jorge Tonietto, Researcher, *Embrapa UVA e Vinho*, Rio Grande do Sul, Brazil

Mr. Ken Keck, Executive Director, State of Florida Department of Citrus, Lakeland, United States of America

12.45 – 14.15 Lunch Break

14.15 – 16.00 Round Table - Geographical Indications in the Implementation of Public Policies

*In the framework of a moderated debate, the participants in the round table will have the opportunity to describe the system(s) of protection of geographical indications in their country or region and explain the public policy considerations underlying the choice of each system in specific cases.*

Moderator: Mr. Marcus Höpperger, WIPO

Speakers: Mr. Paulin Edou Edou, Director General, African Intellectual Property Organisation (OAPI), Yaoundé

Mr. Adil El Maliki, Director General, Moroccan Industrial and Commercial Property Office (OMPIC), Casablanca

Mrs. Yuan Qi, Director, Legal Affairs Office, Chinese Trademark Office (CTMO), State Administration for Industry and Commerce (SAIC), Beijing

Mr. John Clarke, Director for International Affairs II, Directorate General Agriculture and Rural Development, European Commission, Brussels

Mr. Ahmet Kocer, Vice President, Turkish Patent Institute, Ankara

Mr. Fabrizio Mazza, First Counsellor, Head of Intellectual Property Department, Directorate General for Global Affairs, Ministry of Foreign Affairs, Rome

16.00 – 16.30 Coffee break

16.30 – 17.45 Geographical Indications as Intellectual Property Rights – A Word from Non-Governmental Organizations (NGOs)

*Speakers will present their views on how the international legal framework for geographical indications should be developed in order to reach satisfactory solutions for all interested parties.*

Moderator: Her Excellency Mrs. Elizabeth Astete, Ambassador, Director General of Economic Affairs, Ministry of Foreign Affairs, Lima

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

Mr. Jose-Juan Mendez, Member of the Geographical Indications Committee, International Trademark Association (INTA), New York

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

Mr. Miguel Ángel Medina, Chair, Geographical Indications Team, Association of European Trademark Owners (MARQUES), London

- 18.00 – 18.15 Closing remarks addressed by:  
A representative from the Government of Peru  
Ms. Wang Binying, WIPO
- 18.15 – 20.00 Reception offered by WIPO

Friday, June 24, 2011

All-day excursion

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