



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



Ministerio de Relaciones Exteriores
MINISTRY OF FOREIGN AFFAIRS



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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

INFORMATION ON SPEAKERS

NURIA ACKERMANN

Nuria Ackermann is a Consultant on micro and SME consortia at the Cluster and Business Linkages Unit of the United Nations Industrial Development Organization (UNIDO) in Vienna (Austria).

She holds Masters degrees in International Business Management and Political Sciences from the University of Madrid, (Universidad Complutense de Madrid, Spain) and a Certificate in Development Studies from the University of Sussex (UK). Upon graduation, she worked as a Trade Advisor at the Spanish Embassy in Amman (Jordan). In 2008 she joined the Cluster and Business Linkages Unit at UNIDO where she has been supporting the design and implementation of private sector and rural development projects, especially in Latin America.

She is the author of different publications on export promotion, clusters and origin consortia and has delivered several training sessions to practitioners on the promotion of typical products.

KAUSHIK BASU

Kaushik Basu is the Secretary & Principal Officer of the Darjeeling Tea Association since 2001.

Since taking up his duties with the Darjeeling Tea Association, he has been involved in various activities in protecting the Intellectual Property Rights and promotion of the globally famous Darjeeling Tea. During his tenure he was involved in the process of getting the Darjeeling Tea registered as the first GI product in India and also in the process in making the application to register the Darjeeling Tea as a GI in the European Union countries under EC regulation 510/2006. With the help of the Tea Board of India, he has introduced a trade chain management system for supervising and monitoring the supply chain in the Darjeeling Tea Trade Chain Integrity System.

He is also holding charge of the Secretary General of Indian Organic & Specialty Tea Association (formerly known as Indian Bio Organic Tea Association) since 2005.

He has represented the Darjeeling Tea Association and the Tea Board of India in various international fora.

MARÍA BERTHA BECERRA RÍOS

María Bertha Becerra Ríos is a member of the Tequila Regulatory Council, AC (CRT), currently involved in the area of Finished Product Insurance (Aseguramiento de Producto Terminado), in charge of the National Program for Verification and Monitoring of Tequila and Other Spirits (Programa Nacional de Verificación y Vigilancia de Tequila y Otras Bebidas Alcohólicas).

In her functions at the CRT, she mainly focuses on the tequila production process, sensory evaluation, the normative framework for alcoholic drinks, as well as providing technical support for the development and implementation of standards related to tequila and other alcoholic beverages. She has been accredited by the Mexican Accreditation Entity (EMA) as qualified to verify compliance with Tequila Regulation and other spirits.

She is a Chemist Pharmacobiologist, graduated from Guadalajara University in 1993, and was awarded a Recognition of Academic Excellence by that institution.

She is a frequent speaker at national and international seminars and workshops on topics relating to appellations of origin, collective marks and regulation of alcoholic beverages.

CAROLINA BELMAR GAMBOA

Carolina Belmar Gamboa is Deputy Manager of the Department of Trademarks, Geographical Indications and Appellations of Origin at the National Institute of Industrial Property (INAPI) (Instituto Nacional de Propiedad Industrial) of Chile.

She has a degree in Law from the University of Chile and a Master in Intellectual Property from the University of Alicante (Spain).

She used to work as Head of the Intellectual Property Department of the Economic Directorship of the Ministry of Foreign Affairs, where, in the framework of the free trade agreements which Chile signed with Japan, China, Australia, Turkey and the so-called P4, she headed the negotiations which took place on intellectual property. Moreover, from 2009 to 2010, she acted as Delegate of Chile before the World Trade Organization (WTO) and the World Intellectual Property Organization (WIPO).

In Chile, she has participated in the development of several bills related to intellectual property. Among them, the following can be pointed out: the Project concerning the accession of Chile to the Patent Cooperation Treaty (PCT); the Project concerning the accession to the Trademark Law Treaty (TLT); the Project concerning the accession to the International Union for the Protection of New Varieties of Plants (UPOV, 1991). Furthermore, she participated in the reform of IP legislation in Chile.

As a speaker, she has been invited to several seminars, workshops and courses, held both in Chile and abroad. She has published articles on different topics related to intellectual property. Among them, the following can be pointed out: "Geographical indications: their impact on Central America in connection with their negotiations with Europe" ("Indicaciones geográficas: implicaciones para Centroamérica en su negociación con Europa"), Publ. Co. Puentes, 2009, Volume 10. ICTSD (coauthor); "Industries and Cultural Services in the APEC environment and the Agenda for Development" ("Industrias y Servicios Culturales en el entorno APEC y la Agenda del Desarrollo"); the book "The Rights of Intellectual Property and Free Trade" ("Los Derechos de Propiedad Intelectual y el Libre Comercio"), Publ. Co. ACJR, 2005; "New Rules for the Protection of Origin and the Quality of Wines: Law 24/2003" ("Nueva Normativa para la Protección del Origen y la Calidad de los Vinos: Ley 24/2003"). Revista 1, Albiñana & Suárez de Lezo, 2003.

CERKIA BRAMLEY

Cerkia Bramley is a qualified attorney and researcher at the Department of Agricultural Economics, Extension and Rural Development at the University of Pretoria.

She completed a Masters degree in Agricultural Economics at the University of Pretoria. Her thesis explored the relevance of geographical indications in the South African Agricultural sector. She also completed a Masters in International Trade Law at the University of Stellenbosch.

She has participated in various projects related to the economics of food quality. Her research interests include intellectual property and food labelling issues in an international trade context, food standards and more recently the role of the State in supporting differentiation strategies in the agricultural sector.

JOHN CLARKE

John Clarke is Director for International Affairs in the Directorate General for Agriculture and Rural Development at the European Commission, responsible for FTA's and other trade negotiations since 2011.

He joined the European Commission in 1993 and was for four years the Head of Unit for WTO Affairs and Commission spokesman at the Trade Policy Committee of the EU. From 2006 to 2009 he was appointed Deputy Head of the Permanent Delegation of the European Commission to the WTO and UN in Geneva, and in 2010 he was made Head of Delegation.

Before joining the European Commission, John Clarke worked from 1983 to 1993 for the Hong Kong Government, positions including Assistant Secretary for Urban Development, Assistant Secretary for Broadcasting Policy, Deputy Secretary of the Executive Council (the Governor in Cabinet), member of the Hong Kong delegation to the GATT in Geneva during the Uruguay Round, and Deputy Head of the Hong Kong Economic and Trade Office in Brussels.

John Clarke has published extensively on political, economic and cultural issues and is a member of the editorial board of the Journal of International Trade Law & Regulation.

CORINNE COUILLEROT

Corinne Couillerot is Director of the Association Exchange and Sustainable Development Network (REDD) in Lausanne, Switzerland, which initiates projects and supports the stakeholders in their efforts to develop ethical and tasty food. As such, she conducts training related to geographical indications, agro-food quality and standards of quality assurance and control and certification of these products.

She was Director of the *Organisme Intercantonal de Certification* (OIC), the lead agency for controls and certification of Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) in Switzerland. As such, she oversaw the setting up of numerous control plans for various products (eau-de-vie, breads, meats, cheeses), and organized numerous training sessions for auditors. She was also responsible for the implementation of European standards for certification (EN 45'011) and control (ISO 17'020) in Switzerland.

Corinne Couillerot has intervened as an expert for the Food and Agriculture Organization of the United Nations (FAO) and the Swiss Institute of Intellectual Property. She also trained the National Commissions of Moroccan and Jamaican GIs. She is a member of the Federal AOC-IGP Switzerland. She is a frequent speaker on topics relating to control, certification and geographical indications, and the author of publications on those subjects.

PAULIN EDOU EDOU

Paulin Edou Edou is Director General of the African Intellectual Property Organization (OAPI) since August 2007. The project of setting up geographical indications in the member states of OAPI and the revision of the Treaty of Bangui are some of the projects he handles currently.

Before taking on this role at OAPI he worked at WIPO in the Development Cooperation Sector where he was involved with the promotion, in developing and least developed countries, of international treaties administered by WIPO regarding international registration of trademarks and industrial designs. He also worked with African countries in WIPO's Africa Office and Least Developed Countries Division. Mr. Edou Edou has also held high level posts in his home country, Gabon, where he has been, *inter alia*, Legal Counsel and Director of Regulation, Control and Normalization in the Ministry of Commerce, of Industry and of Scientific Research.

Mr. Edou Edou holds a Doctorate in Private Law and is a graduate of the National School of Administration of France (ENA). He is Associate Professor in Yaoundé University II (Cameroon) and in the Center of International Intellectual Property Law Studies (CEIPI) at Strasbourg University (France), and is regularly invited to take part in conferences on intellectual property and economic development.

ADIL EL MALIKI

Adil El Maliki is Director General of the Moroccan Industrial and Commercial Property Office (OMPIC) since May 2008.

Since taking up his duties with the OMPIC in 1993, he has worked in various positions, such as Engineer in the Chemical Industry Division, as well as Head of the Central Registry of Trade. From March 1998 to October 2000, he was head of the Commercial Studies Division, before being appointed in 2000 as Head of the Information and Communication Division (Legal and International Affairs, IT and Documentation). In May 2007, he officiated as Acting Director General of OMPIC.

MIHÁLY FICSOR

Mihály Ficsor is Vice-President of the Hungarian Intellectual Property Office (HIPO). His tasks include supervision of the Legal and International Department as well as of the Trade Mark and Design Department, drafting IP-related legislation, and giving guidance on the interpretation of industrial property laws to the departments concerned. He is also in charge of the HIPO's international and European affairs.

He has been working in the Hungarian civil service for more than 20 years. Prior to returning to the HIPO (where he started his career in 1988), he served as Head of the European Community Law Department in the Ministry of Justice between 1995-1999 and was a member of the Foreign Minister's negotiating group on Hungary's accession to the European Union.

Currently, he represents Hungary in various European and international bodies. He was Chairman of the Committee on Patent Law in the European Patent Organisation between July 1, 2005 and December 31, 2010. Since January 1, 2011, he is Chairman of the Administrative Board of the Office for Harmonisation in the Internal Market (OHIM). Within the Hungarian Government's Inter-Ministerial Committee for European Affairs, he leads the Sub-Group of IP Experts. Recently, he was elected Chair of the WIPO Working Group on the Development of the Lisbon System at the Working Group sessions of March 2009 and August-September 2010.

He is a frequent speaker on topics related to patents, trademarks and geographical indications, and is the author of several publications on those subjects.

EDITH FLORES DE MOLINA

Edith Flores de Molina is a Guatemalan lawyer with specialization in international trade and intellectual property issues. From 1987 to 2000, she worked in various positions at the Ministry of Economy of Guatemala, before being appointed to the role of Vice Minister of Economy in 1998. As part of her duties, she was responsible for preparing the draft of the Guatemalan Intellectual Property Laws.

From 2000 to 2004, she worked in a regional intellectual property program for the Secretariat of Economic Integration of Central America (SIECA). In 2009, she was appointed as Chief Negotiator of Guatemala for the negotiation of the Association Agreement with the European Union.

Currently, she works as consultant in international trade and advises the National Coffee Association in setting up a system of geographical indication for Guatemalan Coffees.

She is a frequent speaker on topics related to intellectual property and international trade.

BENJAMIN FONTAINE

Benjamin Fontaine has been involved in the field of Intellectual Property for over ten years in Cabinet Ernest Gutmann Yves Plasseraud, E.G.Y.P., a law firm, in which he manages the Agency established in Alicante.

Benjamin Fontaine holds a Masters degree in Private Law from Orleans University, France, and has pursued postgraduate studies in Intellectual Property Law in Alicante, Spain. He holds the title of Intellectual Property Attorney specializing in trademarks and industrial designs from CNCPI, France, and is a lawyer in the Alicante bar. He works in France, Spain and before the Office for Harmonization in the Internal Market (OHIM).

Due to the strong presence of Cabinet E.G.Y.P. in the agricultural and wine industries, as well as in major reform work in Europe in these areas in recent years, Benjamin Fontaine became interested, after a few years, in geographical indications, and more precisely in the relations between geographic indications and trademarks. His work has led to the publication of various articles in specialized journals, among which "The Protection of Geographic Indications in the European Community Trademark System" in 2010.

Benjamin Fontaine is a member and Secretary of the Geographical Indications Committee of ECTA (European Communities Trade Mark Association) and participates in the Lima Symposium pursuant to this role. Within ECTA, the Geographical Indications Committee pursues the task of analyzing the evolution of the law on geographical indications, essentially in light of its relationship with the law of trademarks.

PATRICIA GAMBOA

Patricia Gamboa is Director of Distinctive Signs of the National Institute for the Defense of Competition and the Protection of Intellectual Property (INDECOPI), Perú, and President of the Distinctive Signs Commission in the same Institute.

She is a lawyer graduated from Pontificia Universidad Católica del Perú and has a Master in Civil and Commercial Law at *Universidad Nacional Mayor de San Marcos*. She has also followed several international training courses on Industrial Property Rights.

For eight years, she has been Professor at the Law Faculty of the *Pontificia Universidad Católica del Perú*, teaching the course of "Industrial Property Right". Currently she is a Professor at the Law Faculty of the *Universidad Nacional Mayor de San Marcos*, teaching the course "Trademarks and Patents".

She is a frequent speaker on topics relating to trademarks and geographical indication law, and is the author of several publications related to those subjects.

MATTHIJS GEUZE

Matthijs Geuze, a national of the Netherlands, is currently Head of the International Appellations of Origin Registry, in the Brands and Designs Sector of the World Intellectual Property Organization (WIPO). In this capacity, he is in charge of the administration of the International Register under the Lisbon Agreement and the on-going review of the Lisbon system for the Protection of Appellations of Origin and their International Registration since 2009.

Matthijs Geuze joined the International Bureau of WIPO in 2002, where he was, initially, responsible for all legal matters relating to the operation of the international registration systems

under treaties administered by WIPO, in the area of trademarks, industrial designs and geographical indications. In December 2003, he became a member of the cabinet of the Assistant Director General responsible for the area of trademarks, industrial designs and geographical indications, in which capacity he was involved in policy questions in that area and related legal, administrative and institutional matters.

Following graduation, he worked for the Dutch Patent Office from 1981 to 1989, on behalf of which he was involved in legislative work on industrial property and in international negotiations on intellectual property matters, in particular trademarks, within the framework of the European Union and WIPO.

In 1989, Mr. Geuze joined the GATT Secretariat in Geneva, where he assisted in servicing the Uruguay Round Negotiating Group on Trade-Related Aspects of Intellectual Property Rights (TRIPS). From 1995 until 2002, he was Counselor in the Intellectual Property Division of the World Trade Organization (WTO) in Geneva and Secretary of the Council for TRIPS of that Organization.

GONZALO GUTIÉRREZ REINEL

Ambassador Gonzalo Gutiérrez is a career diplomat in the Peruvian Foreign Service. He graduated in International Relations from the Diplomatic Academy of Peru. He has earned a Master's degree in International Policy from the School of Advanced International Studies, Johns Hopkins University, Washington D.C. He has also pursued graduated studies at the London School of Economics and Political Science in the United Kingdom; and at the JFK School of Government of Harvard University.

He has the rank of Ambassador in the Peruvian Diplomatic Service and currently is the Permanent Representative of Peru to the United Nations and Vice-President of the Economic and Social Council (ECOSOC) of the United Nations. He has been Vice Minister of Foreign Affairs, Under-Secretary-General for Economic Affairs, Executive Director of the Bureau for Trade Promotion, Acting Under-Secretary-General for the Americas and Director of South America at the Ministry of Foreign Affairs.

As a Foreign Service Officer, he has served at the Peruvian Mission to the United Nations in New York, and the Peruvian Embassies to the United States and Chile. He has also been Deputy Permanent Representative of Peru to the International Organizations headquartered in Geneva, Switzerland.

Ambassador Gonzalo Gutiérrez was a professor at the Peruvian Diplomatic Academy teaching the course "International Economic Organizations". He has also been professor of Foreign Policy at the Peruvian University of Applied Sciences (UPC).

He chaired the Asia Pacific Cooperation Forum Senior Officials Meeting (APEC SOM Chair 2008.)

He is the author of: "Settlement of Disputes in the World Trade Organization: Peru in the case against France and the European Community for the commercial designation of Scallops" (1996); "The institutional evolution of the Andean Integration Process" (1996); "The pre-history of the WTO: The creation of GATT and Peru's membership", (1999); "Pisco: Arguments for the International Protection of the Peruvian Appellation of Origin", (2003).

Ambassador Gonzalo Gutierrez has been awarded by the Peruvian Government with the Grand Cross of the Order of the Sun, the Grand Cross of the Order of Merit for Distinguished Services and the Grand Cross of the Diplomatic Service Order. The Chilean and Paraguayan Governments have granted him the Grand Cross of the Order of Merit; the Argentinean Government granted him the Grand Cross of the "Orden del Libertador San Martín". He has also received the Grand Cross of the Order of the Civil Merit from the Spanish Government; and from the Government of Thailand the Knight Grand Cross of the Crown of Thailand.

ROLAND HERRMANN

Roland Herrmann is Professor of Agricultural and Food Market Analysis at the University of Giessen, Germany, and member of the Directorate of the University's Center for International Development and Environmental Research (ZEU).

He has been a member of the Executive Board of the German Association of Agricultural Economists since 2011, and he was Dean of the Faculty of Agricultural Sciences, Nutritional Sciences and Environmental Management of the University of Giessen from 2005 to 2008.

Before taking up his current position in 1993, he was Research Scholar at the University of Kiel and the Kiel Institute of World Economics, as well as a Visiting Scholar at the University of Pennsylvania as well as of the Food Research Institute, Stanford University in the United States of America. Mr. Herrmann was also Professor of Agricultural and Environmental Policy at Giessen University, in Germany.

His research interests and publications are related to agricultural market and price analysis, policy and trade issues and the industrial organization of the food marketing chain. His working areas include the economics of commodity promotion and demand for regional foods. He is the author of several publications on these subjects.

He co-authored the contribution "Geographically Differentiated Products" to be published in the "Oxford Handbook on the Economics of Food Consumption and Policy" (2011) and co-edited a Special Issue on "The Law and Economics of Geographical Indications" in "The Estey Center Journal of International Law and Trade Policy" (2009).

KEN KECK

Ken Keck is Executive Director of the Florida Department of Citrus in the United States of America, a state agency established in 1935 to regulate, conduct research for, and promote Florida's citrus products.

Prior to assuming the post of Executive Director in June 2006, Ken Keck was the Department's General Counsel for four years, responsible for the agency's legal and regulatory activities at the state, national and international levels.

Other career posts included three years as Director of Legislative and Regulatory Affairs for Florida Citrus Mutual, the state's largest citrus growers' organization, and three years as legislative Director for Congressman Sanford Bishop in Washington, D.C.

Ken is a graduate of Stetson University in DeLand, Florida, and earned a Juris Doctorate (J.D.) degree from Widener University School of Law in Wilmington, Delaware. He is a member of the Florida and District of Columbia Bars.

AHMET KOÇER

Ahmet Kocer is Vice-President of the Turkish Patent Institute since 2011. He is responsible for Patents, Trademarks, Geographical Indications, Designs and IT Departments. He is also Chairman of the Re-examination and Evaluation Board.

He is graduated from the Chemistry Department of Gazi University and started working at the Turkish Patent Institute as a patent examiner in 1997. He completed his Master on polymer chemistry in Gazi University in 2001, and was appointed as Head of Patent Department of the Turkish Patent Institute in 2009.

FABRIZIO MAZZA

First Counselor Fabrizio Mazza is a career diplomat of the Ministry of Foreign Affairs of Italy. He has served in the Directorate General for Development Cooperation and in the Juridical Service and in diplomatic posts in Denmark, Mexico and USA. Since April 2006, he is the Head of the Intellectual Property Department in Directorate General for Global Affairs of the Ministry of Foreign Affairs, dealing with the international dimension of intellectual property (WIPO, EPO, EU, G8, etc...).

MIGUEL ÁNGEL MEDINA

Miguel Angel Medina is an Associate partner and IP Lawyer at the Elizaburu Law Firm. He is the Chair of the Geographical Indications Team of MARQUES (Association of European Trade Mark Owners) and correspondent of the MARQUES newsletter for Spain.

He has a Law degree, a Psychology degree, and masters in Legal Practice and in Tax and Consultancy. He frequently acts in the Spanish contentious-administrative jurisdiction in IP matters, before the Spanish Patent and Trademark Office and the Office for Harmonization in the Internal Market (OHIM). He is specialized in trademarks (national, international and Community trademarks), geographical indications, domain names, unfair competition and related matters and has advised a wide range of multinational firms and organizations.

He collaborates as a teacher at Law schools on topics relating to trademarks and geographical indications and is a frequent speaker on those topics. He is the author of several publications.

WOLF MEIER-EWERT

Wolf Meier-Ewert is a Consellor in the Intellectual Property Division of the World Trade Organization (WTO), which is responsible for the administration of the TRIPS Agreement and the negotiations on geographical indications in the context of the Special Session of the Council for TRIPS. In this capacity, he gives legal advice in relation to Intellectual Property and the TRIPS Agreement to Members and Observers of the WTO and deals with TRIPS-related dispute settlement cases among WTO Members. He has widely lectured on TRIPS and WTO-related matters.

Prior to joining the WTO Secretariat, Mr. Meier-Ewert was an attorney at an international law firm in London and Munich where he dealt with all aspects of intellectual property law in international corporate transactions as well as in cross-border infringement litigation. Between 1999 and 2002, Mr. Meier-Ewert was a researcher at the Max-Planck-Institute for Intellectual Property, Competition and Tax Law in Munich, Germany where he concentrated on copyright law and private international law.

Mr. Meier-Ewert is a graduate of the University of Oxford, UK where he studied Politics and Economics and holds a Law degree from the Ludwig-Maximilian University in Munich, Germany. He was admitted to practice law in Germany in 2000.

JOSE JUAN MENDEZ-CORTES

Jose Juan Mendez-Cortes is founding Partner of Alegria, Mendez & Fernandez Wong in Mexico City and has been a local partner of Baker & McKenzie in Mexico.

Jose Juan Mendez-Cortes received his law degree from Anahuac University in Mexico City, being admitted to practice law throughout the Mexican Republic since 1994. He obtained his Masters of Laws degree from the Franklin Pierce Law Center in New Hampshire in 1995, and has attended several courses of specialization in Mexico and abroad, in which stand the course of specialization in Comparative Law at Harvard University and International Business at the Free School of Law (Escuela Libre de Derecho) in Mexico.

During 2005, he attended the courses on mediation and advanced mediation in conflicts in the area of Intellectual Property taught by the Mediation and Arbitration Center of the World Intellectual Property Organization (WIPO) at Geneva, Switzerland.

He is member of the American Bar Association since 1995, the Licensing Executive Society (LES), the Mexican Bar Association, the Mexican Association for the Protection of Industrial Property and is currently Vice-President of the National Corporate Lawyer Association (ANADE); Bar of Lawyers. In 2008 and 2009, he was former Chair of the Subcommittee of Geographical Indications in the International Trademark Association (INTA) and now is member of the Geographical Indications Committee.

He has served as professor in the National Autonomous University of Mexico (UNAM) in Industrial and Intellectual Property Rights in the Postgraduate Course of the Faculty of Law, as well as in several national institutions.

YUAN QI

Yuan Qi is Director of the Legal Affairs Division of the Trademark Office State Administration for Industry and Commerce of the People's Republic of China (SAIC).

From 1991 to 1997, Yuan Qi taught in Beijing Normal University before being appointed in August 1997 as Deputy Director of the Legal Affairs Division of Trademark Office.

She participated in the drafting of the Regulation of the Olympic Signs Protection and the Regulation of the World Expo Special Signs Protection, and worked in the legal analysis and procedural preparation for signing the Singapore Treaty on the Law of Trademarks. Yuan Qi also contributed to the third revision of the Trademark Law of China.

She participated in bilateral and trilateral negotiations, including IP-related dialogues and meetings at WTO, WIPO, APEC (Asia-Pacific Economic Cooperation), China-EU, China- US, China-Japan, China-Brazil, China-Switzerland, China-Russia, as well as in the drafting and negotiation of free trade agreements (FTA) between China and other countries.

ALFREDO CARLOS RENDON ALGARA

Alfredo Carlos Rendón Algara is Adjunct Director General of Intellectual Property of the Mexican Institute of Intellectual Property (IMPI), Mexico, and is in charge of directing national intellectual property policy, through administration of the Divisional Directions on Patents, Trademarks and Protection of Intellectual Property.

Alfredo Carlos Rendon Algara graduated from the Technological University of Mexico (UNITEC) with a Bachelor's Degree in Law. His studies specialized in Labor Law and Intellectual Property Law. He also pursued a Masters Degree in the History of Thought in the Panamerican University (UP). He has undertaken various specialization courses in Intellectual Property Law and Arbitration at various national and international organizations.

His professional experience has principally been in administrative law. Within the institute he has been responsible for contacting, negotiating with and liaising with various industries, chief among them the pharmaceutical industry and the Regulatory Counsels of the Denominations of Origin protected in Mexico, as well as Dependencies and Entities in the themes of biodiversity, genetic resources linked to traditional knowledge and the protection of traditional cultural expression. He has also been in charge of directing the Collective Marks program with the State Governments and with the National Fund for the Encouragement of Handicrafts (FONART). Since the year 2000 he has worked as Technical Secretary for IMPI's Board of Government.

At the international level he has participated as the representative for the Mexican Government in various forums and delegations, among which one may note the Mexican Delegations in the Free Trade Treaty negotiations between the United Mexican States and the Member States of the European Free Trade Association, and the Economic Association Agreement between the United

Mexican States and Japan, and its Agreement of Implementation, in the Intellectual Property chapters.

He has held conferences related to the topic of Intellectual Property in Mexico, in various forums organized by private and public institutions, both national and foreign.

LUIS FERNANDO SAMPER

Mr. Samper is currently the Chief Communications and Marketing Officer of the Federation of Colombian Coffee Growers and is responsible for all brand and technology protection as well as development of brand-based, sustainability and technology based ventures. His role includes the development of an Intellectual Property based strategy for marketing and protecting Colombian coffee and Juan Valdez ® coffee applications.

He completed his Bachelors Degree and earned a Master of Science (MSC) in Economics at the *Universidad de Los Andes* in Bogotá, Colombia, as well as an MBA from Columbia University in New York. During his graduate and undergraduate years, Mr. Samper fulfilled parts of his degree requirements at Georgetown University in Washington D.C. In 1988, he joined the Commercial Department of the Colombian Coffee Growers Federation (FNC), one of the largest rural NGO's in the world.

Mr. Samper has been invited to participate as a guest speaker and panelist in international for a organized by WIPO, the European Union, the International Coffee Organization and other government sponsored gatherings, as well as by members of the coffee industry around the world. Between 2006 and 2009, he was also elected as President of OriGIn (Organization for an International Geographical Indications Network), a Swiss-based NGO established as the worldwide network for the promotion and protection of Geographical Indications.

Mr. Samper focuses on topics related to Geographical Indications, Brand Management, the Juan Valdez® brand, sustainability issues and the Coffee Market in general. He is also a co-author of the book "Juan Valdez, the strategy behind the brand".

JORGE TONIETTO

Jorge Tonietto is Engineer-Agronomist and coordinates projects of Research, Development and Innovation for GI development of wines in Brazil (GI Vale dos Vinhedos, GI Pinto Bandeira, GI Monte Belo, GI Farroupilha, GI Altos Montes).

He also develops international cooperation with many institutions and countries such as the International Organization of Vine and Wine (OIV), the UNESCO Chair "Culture and wine traditions", and CYTED (Ibero-American program for Science, Technology and Development).

Jorge Tonietto completed a Master of Science in Fruticulture and a Doctorate in Ecology at the National Superior Agronomic School of Montpellier (École Nationale Supérieure Agronomique de Montpellier), in France.

Since 1980, he has been working as a researcher at the "Grape and Wine National Research Center" of Embrapa (Brazilian Agricultural Reseat Corporation/Ministry of Agriculture), as expert in viticultural zoning and geographic indications.

Two main contributions of his research are the development of the "Geoviticulture Multicriteria Climatic Classification System", used nowadays in many viticultural countries. He also was a pioneer in introducing the concept of geographical indications in Brazil as well as one of the main responsible for the development of the first GI of Brazil: the GI Vale dos Vinhedos (for fine wines and sparkling wines).

Author of dozens of publications, he is a frequent speaker on topics relating to viticultural zoning and geographical indications of wines in Brazil and abroad.

EMILIE VANDECANDELAERE

Emilie Vandecandelaere is the manager of the Project on Specific Quality policies at the Food and Agriculture Organization of the United Nations (FAO), which aims at supporting Member Countries in the implementation of appropriate schemes and voluntary standards contributing to sustainable development, such as geographical indications.

She has been working in the FAO Division of Nutrition and Consumer Protection since February 2007, in collecting information to increase knowledge about Member countries experiences in these areas, and in analyzing through various technical consultation meetings, regional seminars and case studies, the advantages, problems and needs related to GI development.

She provides Member countries with technical guidance and tools. In particular, she coordinated and contributed as author, among others, to the Guide: "Linking People, Products and Place" in 2007 and prepared a tool for identification of origin-linked potentials. She also designs and leads country-based technical projects in Africa, Latin America, Southern Europe and Asia.

CLAUDE VERMOT-DESROCHES

Claude Vermot-Desroches is a farmer and a stockbreeder in Franche-Comté, France.

He is President of the Interprofession of Comté (cheese) and Vice President of the Doubs Chamber of Agriculture and of the Regional Chamber of Franche-Comté.

Mr. Vermot-Desroches also holds the post of Economic, Social and Environmental Adviser of Franche-Comté.

He is a member of the INAO (National Institute for Origin and Quality in France), as well as of the CNAOL (Conseil National des Appellations d'Origine Laitières) and of OriGIn (Organization for an International Geographical Indications Network).

MASSIMO VITTORI

Massimo Vittori is currently Secretary General of OriGIn (Organization for an International Geographical Indications Network), the global coalition of geographical indications' producers.

He previously worked as legal advisor at the International Trade Center (ITC) – a UN/WTO technical assistance agency – where he was responsible for various projects in the field of intellectual property, business law harmonization, model contracts and alternative dispute resolution mechanisms. Massimo Vittori has also worked for the Intellectual Property Rights and Investments Program of the United Nations Conference for Trade and Development (UNCTAD).

Mr. Vittori holds an LL.M. in Intellectual Property from Turin University (Italy) and a Master's Degree in International Law from the Graduate Institute of International and Development Studies of Geneva (Switzerland). He has written several articles on intellectual property, geographical indications and business law.

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