



MINISTRY OF PRODUCTIVE ACTIVITIES



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

WORLDWIDE SYMPOSIUM ON GEOGRAPHICAL INDICATIONS

jointly organized by

the World Intellectual Property Organization (WIPO)
and the Ministry of Productive Activities of Italy

under the patronage of the Ministry of Foreign Affairs of Italy

Parma (Italy), June 27 to 29, 2005

Parma Chamber of Commerce – Aurea Hall

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, June 27, 2005

8.30 – 9.30 Registration

9.30 – 11.30 OPENING CEREMONY

Welcome addresses by:

Mr. Elvio Ubaldi, Mayor, Parma

Mr. Vasco Errani, President, Emilia Romagna Region

Mr. Vincenzo Bernazzoli, President of the Province of Parma

Mr. Andrea Zanlari, President, Parma Chamber of Commerce

Mr. Luigi Rossi di Montelera, President, Italian Food and Drink Industry Federation, Rome

Mr. Geoffrey Podger, Director General, European Food Safety Authority, Parma

Opening addresses by:

The Hon. Mr. Claudio Scajola, Minister for Productive Activities of Italy, Rome

The Director General, World Intellectual Property Organization (WIPO), Geneva, or his representative

Senator Giampolo Bettamio, Undersecretary, Ministry of Foreign Affairs of Italy, Rome

Mr. Marco Rosi, President, Parma Manufacturers Association, Parma

11.30 – 12.00 Coffee Break

12.00 – 13.00 Recent Developments at the International Level

Moderator: H. E. Mr. Paolo Bruni, Ambassador,
Permanent Representative, Permanent Mission
of Italy, Geneva

Speakers: Mr. Marcus Höpperger, Acting Director,

Trademarks, Industrial Designs and
Geographical Indications Law Division,
WIPO, Geneva

Mrs. Thu-Lang Tran Wasescha, Counsellor,
Intellectual Property Division, World Trade
Organization (WTO), Geneva

Mr. Federico Castellucci, Director General,
International Wine and Vine Organization,
Paris

Mr. Miguel Rodríguez Mendoza, International
Centre for Trade and Sustainable Development
(ICTSD), Geneva

13.00 – 15.00 Lunch offered by the Ministry of Productive Activities

15.00 – 16.30 The Point of View of Industry on Selected Issues: Food Products

Moderator: Mr. Giuseppe Ambrosio, Chief of Department
for Quality of Agro Industrial Products and
Services, Ministry of Agriculture and Forestry
Policies, Rome

Speakers: Representative of the producers union of
Parmigiano and *Prosciutto di Parma*

Mr. Luis Samper, *Gerente de Marcas
Globales, Federación Nacional de Cafeteros
de Colombia*, Bogota

Mr. Tony Battaglione, Director, International &
Regulatory Affairs, Winemakers Federation of
Australia, Manuka

Mrs. Wu Qian, Deputy Secretary-General,
An Xi Tea Association, An Xi

16.30 – 16.45 Coffee Break

16.45 – 18.00 The Point of View of Industry on Selected Issues: Non-Food Products

Moderator: Mr. Matthijs Geuze, Senior Counsellor, Office
of the Assistant Director General, Sector of
Trademarks, Industrial Designs and
Geographical Indications, WIPO

Speakers: Mr. Masoud Taromsary, Researcher, Tehran University, Tehran

Mr. Ludger Benda, *Industrie- und Handelskammer*, Solingen Cutlery, Wuppertal-Solingen-Remscheid

Lic. Fernanda Gamboa Cerdán, *Consejo Regulador de la Talavera*, Talavera Ceramics, Mexico

19.00 – 21.00 Reception offered by the Municipality of Parma at *Teatro Regio*

Tuesday, June 28, 2005

9.30 – 11.00

Recently Established Registration Systems for Geographical Indications

Moderator: Mr. Vittorio Ragonesi, Senior Consultant, Ministry of Foreign Affairs of Italy, Rome

Speakers: Mr. David Gabunia, Director General, National Intellectual Property Center (Sakpatenti), Tbilisi

Mr. Radhey Shyam Julaniya, Director, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, New Delhi

Miss Loreen Walker, Executive Director, Jamaican Intellectual Property Office (JIPO), Kingston

11.00 – 11.30 Coffee Break

11.30 – 13.00

Trademarks, Geographical Indications and Generics

Moderator: Mr. Marcus Höpperger

Speakers: Mr. Hans Bender, Representative of the Danish Dairy Board, Brussels

Mr. Nicolas Ozanam, *Secrétaire général, Comité Interprofessionnel du Vin de Champagne*, Épernay

Dr. Alexander von Mühlendahl, Vice President, Office for the Harmonization in the

Internal Market (Trademarks and Designs)
(OHIM), Alicante

13.00 – 14.30 Lunch offered by WIPO

14.30 – 18.00 Visit organized by the Associations for the protection of *Parmigiano*
and *Prosciutto di Parma*

Wednesday, June 29, 2005

9.30 – 9.45 Opening address by:

The Hon. Mr. Adolfo Urso, Deputy Minister for Productive Activities,
Rome

9.45 – 11.15 International Registration: Options Offered by Existing Systems and
Options Not Available Under These Systems

Moderator: Mr. Amedeo Teti, Director General of Trade
Policy, Ministry of Productive Activities,
Rome

Speakers: Mr. Matthijs Geuze

Mr. David Thual, Secretary, Organization for
an International Geographical Indications
Network (ORIGIN), Brussels

Dr. Burkhardt Goebel, Chair, Geographical
Indications Committee, International
Trademark Association (INTA), Lovells,
Madrid

11.15 – 11.30 Coffee Break

11.30 – 13.00 The Way Ahead – What Future for Geographical Indications?

Moderator: Mr. Ernesto Rubio, Assistant Director General,
WIPO, Geneva

Speakers: Mrs. Lynne Beresford, Acting Commissioner
for Trademarks, United States Patent and
Trade Mark Office (USPTO), Arlington

Mr. Antonio Berenguer, Administrator,
Directorate-General Trade, European
Commission, Brussels

H.E. Mr. David Spencer, Ambassador,
Permanent Representative of Australia to the
WTO, Geneva

Dr. Felix Addor, Deputy Director General and
Chief Legal Officer, Division of Legal and
International Affairs, Swiss Federal Institute of
Intellectual Property (IFPI), Bern

H. E. Mr. Rigoberto Gauto Vielman,
Ambassador, Permanent Representative,
Permanent Mission of Paraguay, Geneva

Prof. James Otieno-Odek, Managing Director,
Kenya Industrial Property Institute (KIPI),
Nairobi

13.00 – 13.30

Closing by:

The Hon. Gianni Alemanno, Minister for Agriculture and Forestry
Policies, Rome

Mr. Massimo Goti, Director General of Production Development and
Competitiveness, Ministry of Productive Activities of Italy, Rome

Mr. Ernesto Rubio

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