

WIPO/GEO/SOF/09/INF/2

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THE PATENT OFFICE OF THE REPUBLIC OF BULGARIA



WORLD INTELLECTUAL PROPERTY ORGANIZATION

## WORLDWIDE SYMPOSIUM ON GEOGRAPHICAL INDICATIONS

jointly organized by  
the World Intellectual Property Organization (WIPO)  
and  
the Patent Office of the Republic of Bulgaria

**Sofia, June 10 to 12, 2009**

PROGRAM

*prepared by the International Bureau of WIPO and  
The Patent Office of the Republic of Bulgaria*

Wednesday, June 10, 2009

8.30 – 9.30 Registration

9.30 – 10.00 Opening

Opening addresses by:

Mr. Kostadin Manev, President, Patent Office of the Republic of Bulgaria, Sofia

Mr. Ernesto Rubio, Assistant Director General, World Intellectual Property Organization (WIPO), Geneva, Switzerland

Professor Borislav Borisov, Advisor on Education, Science and Economic Development to President Georgi Parvanov, Sofia

10.00 – 11.00

An International Register for Geographical Indications –  
What Solution?

*This Panel will review existing international registers for geographical indications, including the current state of play of the negotiations for the establishment of a multilateral system of notification and registration of geographical indications within the World Trade Organization (WTO).*

Moderator: Mr. Ernesto Rubio, WIPO

Speakers: Mrs. Marie-Paule Rizo, Senior Legal Officer, Law and International Classification Division, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO

Mr. Hannu Wager, Counsellor, Intellectual Property Division, WTO, Geneva, Switzerland

11.00 – 11.30 Coffee Break

11.30 – 12.30

The Economic Dimension of Geographical Indications

*Speakers will present the economic implications of specific regimes for geographical indications, both from a macroeconomic perspective and from the point of view of the costs and benefits for the members of a supply chain.*

Moderator: Mr. Kostadin Manev, Patent Office of the Republic of Bulgaria

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

Mr. Dirk Troskie, Agricultural Economist and Deputy Director, Department of Agriculture, Western Cape, Elsenburg, South Africa

12.30 – 14.30

Lunch Break

14.30 – 15.30

Geographical Indications for Traditional Knowledge and Rural Development

*This Panel will explore how geographical indications can play a role in the preservation of traditional knowledge and in rural development.*

Moderator: Mr. Marcus Höpperger, Acting Director, Law and International Classifications Division, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO

Speakers: Mr. Getachew Mengistie, Intellectual Property Lawyer and Consultant, Addis Ababa

Mrs. Teresa Mera, Industrial Property Counsel, Ministry of Foreign Trade and Tourism (MINCETUR) of Peru, Lima

15.30 – 16.00

Coffee Break

16.00 – 18.00 Geographical Indications in South-Eastern Europe – Selected Case Studies

*Speakers will present salient issues concerning the protection of geographical indications in their countries and, in particular, describe the experience with the development of geographical indications for certain products.*

Moderator: Mr. Kostadin Manev, Patent Office of the Republic of Bulgaria

Speakers: Mrs. Albena Stoyanova, Dean, Technology Faculty, Food Technology University, Plovdiv, Bulgaria

Ms. Gratiela Duduta, Legal Counsellor, State Office for Inventions and Trademarks, Bucharest

Ms. Svetlana Munteanu, Counsellor to the Director General, State Agency on Intellectual Property (AGEPI), Kishinev

18.30 – 20.00 Welcome Reception offered by WIPO\*

Thursday, June 11, 2009

9.00 – 10.30 Workshop of Producers

*Producers will share their experience in the process of establishing a geographical indication for their products – their aims and expectations, the problems encountered and ways of overcoming those problems.*

Moderator: Mrs. Marie-Paule Rizo, WIPO

Speakers: Mr. Getachew Mengistie, Addis Ababa

Mr. Surip Mawardi, Researcher, Indonesian Coffee and Cocoa Research Institute, Jakarta

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\* Wearing of participant's badge will be required at the receptions, which will take place at the Sheraton Hotel.

Ms. Silvia Fiorentini, Marketing and  
Communication Manager, Consorzio Olio DOP  
Chianti Classico and Vino Chianti Classico,  
San Casciano in Val di Pesa, Italy

10.30 – 11.00 Coffee Break

11.00 – 12.30 Workshop of Administrations – Policy Issues

*Speakers will describe the system of protection of geographical indications in their country or region, and explain the policy considerations underlying the choice of that system.*

Moderator: Mr. Marcus Höpferger, WIPO

Speakers: Ms. Nancy L. Omelko, Attorney-Advisor, Office of Intellectual Property Policy and Enforcement, United States Patent and Trademark Office (USPTO), Department of Commerce, Alexandria, Virginia, United States of America

Mr. Frank Fay, Deputy Head of Unit, Agricultural Product Quality Policy, DG Agriculture and Rural Development, European Commission, Brussels

Mr. Wen Xue, Deputy Director, Legal Department, Chinese Trademark Office (CTMO), State Administration for Industry and Commerce (SAIC), Beijing

12.30 – 14.30 Lunch Break

14.30 – 16.15 Perspectives for Geographical Indications

*Speakers will present ideas on how the international legal framework for geographical indications should be developed in order to reach satisfactory solutions for all parties having an interest in the protection and use of geographical indications.*

Moderator: Mr. Marcus Höpferger, WIPO

Speakers: Ms. Nancy L. Omelko, USPTO  
Mr. Frank Fay, European Commission  
Mrs. Teresa Mera, MINCETUR  
Mr. Mihály Ficsor, Deputy Director General,  
Hungarian Patent Office, Budapest

16.15 – 16.45 Closing addresses by:  
Mr. Francis Gurry, Director General of WIPO  
Mr. Kostadin Manev, President, Patent Office of the Republic of  
Bulgaria

19.30 Closing cocktail offered by the Patent Office of the Republic of  
Bulgaria

Friday, June 12, 2009

All-day excursion to a traditional rose oil production site in Kazanlak.

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