



STATE ADMINISTRATION FOR INDUSTRY AND COMMERCE



SYMPOSIUM

WIPO/GEO/YTY/17/INF/1
ORIGINAL: ENGLISH
DATE: JULY 1, 2017

Worldwide Symposium on Geographical Indications

organized by the World Intellectual Property Organization (WIPO)

and

the State Administration for Industry and Commerce of the People's Republic of China (SAIC),

with the support of the People's Government of Jiangsu Province

and hosted by the People's Government of Yangzhou City and

Jiangsu Administration for Industry and Commerce

Yangzhou, Jiangsu Province, June 29 to July 1, 2017

PROGRAM

prepared by the International Bureau of WIPO

Thursday, June 29, 2017

- 10.00 – 11.00 Registration
- 11.00 – 11.30 Opening address by:
Representative of China
Mr. Francis Gurry, Director General, World Intellectual Property Organization (WIPO), Geneva, Switzerland
- 11.30 – 12.00 Keynote address by:
Representative of China
- 12.00 – 14.15 Lunch Break

THE SOCIO-ECONOMICS OF GEOGRAPHICAL INDICATIONS

- 14.15 – 15.40 **The Economic, Social and Cultural Dimensions of Geographical Indications**
- Moderator: Mr. Li Guanbing, Director General, Shandong Administration for Industry and Commerce (AIC), Jinan, China
- Speakers: Mr. Wang Jian, Director General, Government Economy Research Center of National School of Administration, Beijing
- Mr. Charles Perraud, Founding Member and Former Director, *Salines de Guérande*, Batz-sur-Mer, France
- Mr. Emmanuel Nzenowo, Executive Director, Representative Group Geographical Indications Penja Pepper, Penja, Cameroon
- Ms. Pramila Adeline Crivelli, Trade Economist, United Nations Conference on Trade and Development (UNCTAD), Geneva, Switzerland
- Mr. Juan J. Barboza, Counsellor, Permanent Mission of Uruguay to the World Trade Organization (WTO) and other International Economic Organizations, Geneva, Switzerland
- 15.40 – 16.15 Coffee Break

THE MANAGEMENT OF GEOGRAPHICAL INDICATIONS

- 16.15 – 17.45 **Managing and Protecting Geographical Indications**
- Moderator: Mr. Feng Shuihua, Director General, Zhejiang AIC, Hangzhou, China

Speakers: Mr. Wan Penglong, Director General, Sichuan AIC, Chengdu, China

Ms. Sophio Mujiri, Deputy Chairperson, National Intellectual Property Center (Sakpatenti), Mtskheta, Georgia

Ms. Paola Andrea Guerrero Andreu, Legal Advisor, Trademark, Geographical Indications and Appellations of Origin Division, National Institute for Industrial Property of Chile (INAPI), Santiago, Chile

Mr. Jean-Baptiste Noël Wago, Assistant Director General, African Intellectual Property Organization (OAPI), Yaoundé, Cameroon

Ms. Anne Laumonier, Legal Counsellor in charge of Geographical Indications, Ministry of Agriculture, Agri-food and Forestry, Paris, France

17.45 – 18.00 Discussion and closing of the first day

18.00 – 18.30 Visit of the Exhibition

19.00 – 21.00 Official dinner offered by SAIC

Friday, June 30, 2017

9.00 – 10.15 **Branding Strategies for Origin-Based Products**

Moderator: Ms. Alexandra Grazioli, Director, Lisbon Registry, Brands and Designs Sector, WIPO

Speakers: Ms. Catherine Teyssier, Project Coordinator, Food and Agriculture Organization of the United Nations (FAO), Rome, Italy

Mr. Reasey Lao, Deputy Director, Department of Intellectual Property of Cambodia, Ministry of Commerce, Phnom Penh, Cambodia

Mr. Luis Fernando Samper, President, 4.0 Brands, Bogota, Colombia

10.15 – 10.35 **Seeking Protection Abroad: The Madrid and Lisbon Systems**

Speaker: Ms. Alexandra Grazioli, WIPO

10.35 – 11.05 Coffee Break

PRESENT AND FUTURE OF GEOGRAPHICAL INDICATIONS

11.05 – 11.35 Geographical Indications in China

Moderator: Mr. Lin Junqiang, Deputy Director General, SAIC

Speakers: Mr. Cui Shoudong, Deputy Director General, Trademark Office, SAIC

Mr. Miao Shaowei, Deputy Mayor of Ning De City, Fujian Province, China

Mr. Zhang Jindong, Chairman, SUNING Appliance, Jiangsu Province, China

11.35 – 13.00 Geographical Indications – What Is New in the Asia – Pacific Region?

Moderator: Mr. Zhao Gang, Director General, Trademark Appeal Board, SAIC

Speakers: Mr. Li Shunde, Professor, University of Chinese Academy of Sciences, Researcher, Law Institute, Chinese Academy of Social Sciences, Beijing

Ms. Skye Reeve, Acting Assistant Director, International Policy and Cooperation, IP Australia, Canberra, Australia

Mr. Yuichi Fujita, Deputy Director, Intellectual Property Division, Food Industry Affairs Bureau, Ministry of Agriculture, Forestry and Fisheries, Tokyo, Japan

Mr. Saky Septiono, Head, Geographical Indication Examination Section, Directorate General of Intellectual Property Rights (DGIPR), Ministry of Law and Human Rights, Jakarta, Indonesia

13.00 – 14.15 Lunch Break

14.15 – 15.45 Geographical Indications: Challenges and Opportunities

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

Speakers: Mr. Miguel Ángel Margáin, Director General, Mexican Institute of Industrial Property (IMPI), Mexico City, Mexico

Ms. Angela Felicita Savino, Senior Official, Department of Central Inspectorate for Food Fraud Repression and Quality Protection of Agri-food Products, Ministry of Agriculture, Rome, Italy

Mr. Allen Johnson, Consultant, Consortium for Common Food Names (CCFN), Arlington, United States of America

Ms. Alba Avilés, International Representative, Organization for an International Geographical Indications Network (oriGIn), Geneva, Switzerland

15.45 – 16.15 Coffee Break

16.15 – 17.15 **Recent Developments at the International Level**

Moderator: Ms. Liu Yan, Director General, International Cooperation Department, SAIC

Speakers: Mr. David Muls, Senior Director, Law and Legislative Advice Division, Brands and Designs Sector, WIPO

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

Ms. Nancy Omelko, Attorney-Advisor, United States Patent and Trademark Office (USPTO), Alexandria, Virginia, United States of America

Mr. Francis Fay, Head, Unit Geographical Indications, Directorate General Agriculture and Rural Development, European Commission, Brussels, Belgium

17.15 – 18.15 **Where to Go From Here**

Moderator: Mr. David Muls, WIPO

Speakers: Mr. Hui Huang, International Trademark Association (INTA), New York, United States of America

Mr. Wang Peizhang, Secretary General, China Trademark Association (CTA), Beijing

Mr. Wang Ze, Director General, Intellectual Property Right Center, Beijing

Mr. Boris Osgnach, Secretary, Geographical Indications Committee, European Communities Trade Mark Association (ECTA), Brussels, Belgium

Mr. Alessandro Sciarra, Chair, Geographical Indications Team, MARQUES - Association of European Trade Mark Owners, Leicester, United Kingdom

Mr. Allen Johnson, CCFN

Ms. Alba Avilés, oriGIn

18.15 – 18.30 Closing Remarks by:

Mr. Liu Junchen, Vice Minister, SAIC

Ms. Wang Binying, Deputy Director General, WIPO

19:00 – 21:00 Official dinner offered by the People's Government of Yangzhou City

Saturday, July 1, 2017

Half-day excursion in the morning.

[End of document]