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


Moderator: Mr. Li Guanbin, 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 Osognach, 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.

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