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INFORMATION ON SPEAKERS

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MARGALITA AVKOPASHVILI



Margalita Avkopashvili is a public relations and sales manager of the company “Brotherscellar” in Kvemo Bolnisi, Georgia.

Since taking up her duties with the company Brotherscellar, she has worked in various positions in the field of journalism and office management. She was a journalist on cultural issues at TV Imedi, and worked as Office Manager at LTD Coca-Cola South Group.

Ms. Avkopashvili is the first woman winemaker from Bolnisi. She has completed a wine tasting course at the Ana Godabrelidze Wine School “Winemo”.

DELIA BELCIU



Delia Belciu, the Chair of ECTA Data Committee, is a Romanian attorney-at-law, a Romanian and European trademark and design attorney, as well as an UDPR panelist with the Czech Arbitration Court. Ms. Belciu is currently also a member of ECTA Supervisory Board and, in the past, held the position of chair of ECTA Internet Committee.

The international directory *WTR 1000* ranked Ms. Belciu as a “*Leading Trademark Professional (Silver Band)*” in its 2015, 2016, 2017, 2018, 2019, 2020 editions and in the Gold Band in its 2019 and 2020 editions, while *Managing Intellectual Property* recommends Delia as an “IP Star” in its 2014, 2015, 2016, 2017, 2018, 2019, 2020 editions.

Ms. Belciu is a frequent speaker and writer on IP matters, including geographical indications and domain names. She also teaches European and International Intellectual Property law to master’s degree students at the *Collège Juridique Franco-Roumain d’Etudes Européennes*, an institute affiliated to Paris I Pantheon Sorbonne, France.

She is currently a member of the Strategic Committee and Board Member of EURid (European Registry for Internet Domains), as well as a lecturer and a member of the examination panel of EUIPO Trade Mark and Design Education Programme.

IRENE CALBOLI



Irene Calboli is a Professor of Law at Texas A&M University School of Law, Academic Fellow at the School of Law, University of Geneva, Visiting Professor at Singapore University of Social Sciences, Senior Fellow at Melbourne Law School, and Distinguished Fellow at the Royal University of Law and Economics (Cambodia).

Ms. Calboli's research currently focus on trademarks, geographical indications and the intersection between intellectual property and international trade.

Ms. Calboli is a member of the Editorial Board of the *Queen Mary Journal of Intellectual Property*, the *Journal of Intellectual Property Law and Practice* (Oxford), and the *World Intellectual Property Organization (WIPO)-World Trade Organization (WTO) Colloquium Papers*. An elected member of the American Law Institute and associate member of the Singapore Academy of Law, Ms. Calboli currently serves as member of the Council of the International Law Association (Singapore Branch); the Board of the European Policy for Intellectual Property Law Association; and member of the Legislation and Regulation Committee of the International Trademark Association. She is also the immediate past Chair of the Art Law Section of the Association of American Law Schools (AALS) and currently serves in the Executive Committees of the Art Law and Comparative Law Sections of the AALS. Ms. Calboli has held visiting position in several universities in North America, Europe, and Asia and is currently a Fulbright Specialist Scholar (2017-2020).

She is a graduate of the University of Bologna, the London School of Economics and Political Science, and the Queen Mary University London and was an intern in the Cabinet of Chief Justice Mancini at the Court of Justice of the European Union.

Ms. Calboli is the author of *Geographical Indications at the Crossroads of Trade, Development, and Culture* (Cambridge University Press, 2017, with Ng-Loy W.L.); *Exhausting Intellectual Property Rights: A comparative Law and Policy Analysis* (Cambridge University Press, 2018, with S. Ghosh); *The Protection of Non Traditional Trademarks: Critical Perspectives* (Oxford University Press, 2018, with M. Senftleben); and *The Cambridge Handbook of International and Comparative Trademark Law* (Cambridge University Press, forthcoming 2020, with Jane C. Ginsburg).

SUELEN CARLS



Suelen Carls is a Brazilian national working as a Senior Research Fellow at the Max Planck Institute for Innovation and Competition in Germany. She is a Visiting Professor at the University of Marília (Unimar) in Brazil, supervising Master and PhD students.

She is also a WIPO Academy tutor for the Advanced Course on Trademarks, Industrial Designs and Geographical Indications and the Distance Learning Specialized Course on the Madrid System for the International Registration of Marks.

Besides that, Ms. Carls is engaged in several voluntary activities. She is a Founding-member of the Santa Catarina State “GIs Development Cooperation Network”, established in 2014, and the Academic Coordinator of the Santa Catarina State Workshop on Geographical Indications, an annual event first held in 2012.

Ms. Carls is a Doctor in law from the Federal University of Santa Catarina (with a research phase at the University of Oxford). She is a Bachelor of Laws and holds a Master’s degree in Regional Development from the Regional University of Blumenau.

TANGUY CHEVER



Tanguy Chever is Senior Consultant and Partner at AND International. He is specialised in economic studies and evaluation of public policies in the agri-food and seafood sectors.

Mr. Chever has managed and contributed to some major studies on geographical indications at EU level. He led the recent EU evaluation of the GI regulations for the European Commission in 2020 and was also in the management team of the various studies on the economic value of GIs at EU level. Over the past 12 years, he has gained a very good knowledge of French GIs through various studies, in particular in the wine, dairy, fruit and vegetables sectors.

This background provides Mr. Chever with a very good understanding of the social and economic impacts of GIs in the EU and of the differences among sectors and territories.

FRANCIS FAY



Francis Fay is Head of the Unit responsible for geographical indications – ‘GIs’ – in DG Agriculture and Rural Development of the European Commission. Mr. Fay has more than 20 years’ experience of policy on geographical indications, agricultural standards and value-adding schemes, having been involved in more than one reform of EU GI policy.

Mr. Fay has worked on international agricultural trade having headed the unit for relations with African, the Caribbean and Pacific countries, including liaison on agricultural development policy and relations with FAO. He participated in negotiations of the Economic Partnership Agreements (agricultural sections) and promoted the development of GIs in many partner countries across the world. Previously, Mr. Fay was desk officer responsible for agricultural trade negotiations with the US and Canada, notably on trade in wines and spirit drinks.

He read law at Trinity College, Dublin.

HEATHER FORREST



Heather Forrest is a Senior Researcher (Adjunct) at the University of Tasmania in Australia and an Internet domain name consultant to some of the world’s leading brands.

She is the author of *Protection of Geographic Names in International Law and Domain Name System* (Wolters Kluwer, 2nd edition, 2017), the product of a doctoral thesis undertaken at the University of Berne, Switzerland. Her thesis was awarded a national prize for doctoral theses in law, the Walther Hug Preis.

From 2007-2008, Ms. Forrest chaired ICANN’s generic top-level domain policy development body, the Generic Names Supporting Organization (GNSO). Representing the GNSO, she has held leadership positions in an ICANN Study Group and a Cross-Community Working Group on Country and Territory Names. She currently leads the Intellectual Property Constituency within ICANN, serving as its President since December 2019.

ALEXANDRA GRAZIOLI



Alexandra Grazioli is currently Director of the Lisbon Registry in the Brands and Designs Sector of the World Intellectual Property Organization (WIPO). Her area of supervision involves the management, development and promotion of the Lisbon System, as well as the development and implementation of projects relating to geographical indications. Since taking up her duties with WIPO in 2014, she has worked as Senior Counsellor and then as Director in the Office of the Director General.

Before joining WIPO, Ms. Grazioli worked at the Swiss Federal Institute of Intellectual Property first as trademark examiner, then as Senior Legal Advisor, where she was responsible for the coordination of WIPO issues and negotiations on geographical indications. Finally, she worked as Counsellor in charge of intellectual property issues at the Permanent Mission of Switzerland to the United Nations Office and to the Other Organizations in Geneva. As representative and head of the Delegation of Switzerland, she attended several meetings and negotiations in all fields of intellectual property and on issues relating to governance and budgetary issues at WIPO, WTO (TRIPS and Doha Round negotiations).

INTAN HAMDAN-LIVRAMENTO



Intan Hamdan-Livramento is an economist working in the Innovation Economy Section of the Department of Economics and Data Analytics, headed by WIPO's Chief Economist, in Geneva, Switzerland. She is responsible for conducting and supervising areas of the section's work relating to the economics of innovation and intellectual property (IP), and is one of the four co-authors of the World Intellectual Property since its first publication in 2011.

She has over fifteen years of experience in economics of innovation and international trade. She has published articles on issues intersecting IP, innovation and less developed economies. Prior to WIPO, she worked at the International Monetary Fund and the World Trade Organization.

Ms. Hamdan-Livramento received her doctoral degree in *Economics of Innovation* from the École Polytechnique Fédérale de Lausanne. She also holds a *Diplôme d'études approfondies (DEA)* in International Economics from the Graduate Institute of International Studies, Geneva as well as a Master's degree in international law and economics from the World Trade Institute in Berne, Switzerland. She obtained her undergraduate degree in Economics from Whitman College in Walla Walla, Washington, USA.

MANAL ISMAIL



Manal Ismail is Chief Expert, Internet Policies at the National Telecom Regulatory Authority (NTRA) of Egypt. She has been working in areas of Internet development and related public policies for 25 years, participated to the national plan on building Egypt's information society, and was among the team who first introduced the Internet to Egypt. She represented Egypt on the Governmental Advisory Committee (GAC) of ICANN for more than 15 years, served twice as one of its vice chairs. She is currently the GAC chair and the GAC liaison to ICANN Board.

Ms. Ismail is an active member of the global Internet community. She participates to the Internet and Jurisdiction Policy Network and the Internet Governance Forums (IGF). She is a founding member of the Internet Society Chapter of Egypt (ISOC-EG) and the Regional Internet Registry of Africa (AfriNIC), was member of the NETmundial Executive Multistakeholder Committee, and participated to developing UNESCO's Internet Governance Glossary (IGG). She was part of the IANA (the Internet Assigned Numbers Authority) Stewardship Transition Coordination Group (ICG) that worked on transitioning the IANA oversight from the US government to the global multistakeholder community. She also served as the Vice-Chair of the first ICANN Accountability and Transparency Review Team (ATRT1) and contributed to Arabic script community efforts until the successful delegation and launch of Egypt's Arabic ccTLD.

Ms. Ismail holds a M.Sc. degree in Computer Science from the University of Louisville (UofL), Kentucky, USA, and a B.Sc. degree in Electronic and Communication Engineering from the Faculty of Engineering, Cairo University, Egypt.

PAPE-TAHIROU KANOUTÉ



Pape-Tahirou Kanouté is founder and Executive Director of ETDS (*Economie Territoires et Développement Services*) in Senegal since 2012.

Pape Tahirou Kanouté is an agricultural engineer specializing in organization and quality in the agricultural and food sectors. He is also an economist and researcher, focusing on regional economies and governance. For 15 years, he worked on regional governance and socioeconomic development, concentrating primarily on geographical indications in West Africa and Senegal in particular. As an international expert for the Food and Agriculture Organization of the United Nations (FAO) and the World Intellectual Property Organization (WIPO), he has led and participated in a number of studies and consultations, including one on the development of the African Union strategy on geographical indications.

He has also led work to identify and assess products that could be included in a process to enhance marks and geographical indications. These included Casamance honey (2011), Lake Retba salt (2016), Manjak woven cloth (2016) and the madd fruit from Casamance or *Saba senegalensis* (2019). He is currently coordinating the project to register “madd de Casamance” as a geographical indication, supported by FAO and WIPO.

He is a member and technical expert of the working group on geographical indications responsible for preparing the establishment of the National Committee for Geographical Indications in Senegal.

LI YUE



Li Yue is a Consultant in the Division of Geographical Indication and Official Symbol Protection in the Intellectual Property Protection Department, China National Intellectual Property Administration (CNIPA). He is also a government lawyer in CNIPA.

His multiple education background includes Food Science, Quality control, Business of Administration and Law.

Mr. Li has been engaged in geographical indication protection in China since 2005. He is experienced in the technical examination of GI specifications and has participated in several bilateral negotiations on GIs.

RETO MEILI



Reto Meili is a Project Coordinator at the International Cooperation Division of the Swiss Federal Institute of Intellectual Property (IPI) with a background in international development cooperation.

In his current function, Mr. Meili is responsible for the planning, implementation, as well as monitoring and evaluation of bilateral technical cooperation projects on intellectual property between Switzerland and its partner countries.

HAZEL MOIR



Dr. Hazel V. J. Moir, Adjunct Associate Professor at the Australian National University (ANU) Centre for European Studies (CES), has done empirical work on Geographical Indications (GIs) since September 2014. Her work includes EU-funded Jean Monet grant “Understanding Geographical Indications” (March 2017 to March 2019) and articles in the *Journal of World Trade* (51(6), Dec. 2017), *Studies in Agricultural Economics* (120(3), Dec. 2018) and *Sustainability* (12(22), Nov. 2020).

Dr. Moir is an economist (Cambridge 1966-69), with experience in policy analysis and development. She worked at senior levels in the Australian Public Service for two decades, largely on industry and trade matters.

Her current GI work focuses on the issue of the density of settlement of cheese makers in Australia compared to those in Italy. This allows an empirical exploration of whether a collective privilege is the most appropriate form for GIs in a sparsely settled country.

She has PhD degrees from Brown University (demography, 1975) and the ANU (public policy, 2010) and a European Master’s Degree in human rights from the University of Padua (2001). Born in Scotland, she migrated to Australia in 1979. As well as studying in the USA, Dr. Moir has worked in New Zealand, Indonesia, Thailand and France.

PILAR MONTERO



Pilar Montero is Professor at the Commercial Law Department of the University of Alicante, expert in Intellectual Property and Competition Law. She is Director of the *Magister Lvcentinvs. Master on Intellectual Property and Digital Innovation* of the University of Alicante, and CoDirector of the Alicante “International seminar on geographical indications”. She is member of the Alicante Commercial Law GIs team and organizes the University Diploma “*Plant breeding and Quality Distinctive Signs Specialist Diploma*” of the University of Alicante.

She is member of the expert group of the Observatory on the *Online Platform Economy* of the European Commission and member of the EUIPO Observatory *Legal Expert group* working on Legislative Measures Related to Online Infringements. Ms. Montero is an Intellectual Property expert at the European Parliament and in several European, national and international institutions.

Ms. Montero is author of books and articles in the field of Intellectual Property, Competition and Digitalization. Her latest contributions in this field include the book *Denominaciones de Origen e Indicaciones Geográficas/Appellations of Origin and Geographical indications* (2016), and the articles: *Distinctive signs of quality for non-agricultural products/Signos distintivos de calidad para productos no agrícolas* (2018), *El nuevo regimen de las marcas colectivas/ The new legal regime of collective trade marks* (2019), *Desafíos de la digitalización para el derecho de la competencia/Challenges of digitization for competition law* (2019), *Plataformas digitales y competencia desleal/Digital platforms and unfair competition* (2020); *Towards a core unitary legal regime for Geographical Indications in the European Union digital market* (2021).

SHAWNA MORRIS



Shawna Morris is the Senior Director for the Consortium for Common Food Names. She works with the Consortium's international membership to advocate for preserving the rights of all to use common food names.

She also holds the position of Vice President of Trade Policy for both the National Milk Producers Federation and the U.S. Dairy Export Council. In this capacity, she works to achieve the best possible results for NMPF and USDEC members on matters related to international trade and related government policies. This encompasses U.S. free trade agreement negotiations, work in international trade and cooperation forums, resolution of bilateral trade barriers, as well as education of Congress and government officials on the U.S. dairy industry's priorities. As part of this work, she holds serves as Chair of the U.S. National Committee of the International Dairy Federation.

In addition, Ms. Morris serves as a private sector Advisor to the USTR Ambassador on the Industry Technical Advisory Committee handling intellectual property issues, such as those relevant to the topic of geographical indications.

ALEXANDER PARRA PEÑA



Alexander Parra Peña works at "Artesanías de Colombia" as a lawyer since 2003. He is the project coordinator in charge of the implementation of intellectual Property rights in handicrafts in Colombia.

Mr. Parra Peña has participated in the InterGI training course on appellations of origin in Switzerland and in a course on training of public support networks in the solidarity sector at the Polytechnical University of Valencia, Spain. On several occasions, he has been invited to national and international events to speak about issues of Intellectual Property applied to the crafts.

During his career, Mr. Parra Peña has served as a professional of the State law offices and assistant in educational and social projects.

He holds a Master in Intellectual Property from Los Andes University, a specialization in Industrial Property, Copyright and New Technologies from the Externado University of Colombia and studies in International Cooperation and Project Management from the same university.

KHALID RAHEL



Khalid Rahel is Head of the Quality, Research and Development Division of the Ministry of Tourism, Handicrafts, Air Transport and Social Economy of the Kingdom of Morocco. He is a mining engineer.

For more than 20 years, he has been the driving force behind the overall quality approach and the national crafts strategy in Morocco. He leads the team that has successfully established more than 60 registered collective and certification marks and overseen the certification of over 2,000 production units in the crafts industry. He was also behind the introduction of geographical indications for craft products, which led to Morocco enacting a law on distinctive signs for craft products.

Mr. Rahel has also led a number of projects related to innovation and heritage conservation, including as an expert on the UNESCO project to create a seal of excellence for handicrafts for the Maghreb.

MIRANDA RISANG AYU PALAR



Miranda Risang Ayu Palar leads the Intellectual Property Centre on Regulation and Application Studies in the Department of Law on Information Technology and Intellectual Property, Faculty of Law, Universitas Padjadjaran. Her main interest is in the area of communal Intellectual Property, especially geographical indications, protections for genetic resources, traditional knowledge and cultural expressions, and collective management organizations for author's rights, related rights and geographical indications rights holders.

Ms. Risang Ayu Palar was one of the key persons in the establishment of the first IP post-graduate program in Indonesia through tripartite cooperation between Universitas Padjadjaran, Universitas Indonesia and WIPO Academy. She has also examined IP in Japan, Singapore and Thailand, has been involved in a number of international research projects, as well as participated in regional and multilateral negotiations, particularly in the WIPO Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore.

Miranda serves in the Cultural Assembly of West Java Province, the Ministry of Foreign Affairs, the Ministry of Environment and Forestry, the Ministry of Justice and Human Rights, the Ministry of Industry, and in the Senate of the Republic of Indonesia to draft new laws, implementing regulations and distant education modules related to Intellectual Property Rights.

She has served as a Vice-Head of the Indonesian Trade Marks Appeal Commission (2011-2014), a Commissioner of the National Collective Management Organization of Authors and Related Rights (2015-2018). She currently serves as an Expert at the Coordinating Ministry on Human Development and Culture (2020-2024).

JOHN RODRIGUEZ



John Rodriguez is an Attorney in the Trademark Group in the Office of Policy and International Affairs (OPIA) at the United States Patent and Trademark Office (USPTO).

He focuses on trademarks and geographical indications matters across a variety of regions, but has a special emphasis on the Western Hemisphere. John has also participated as a member of the U.S. delegation team on several free trade agreement negotiations.

Mr. Rodriguez began his tenure at the USPTO as a Trademark Examining Attorney where he examined trademark applications submitted for registration in compliance with the Lanham Act, the Trademark Rules of Procedure, and the Trademark Manual of Examination Procedure.

PAOLA ANDREA ROMERO TORRES



Paola Romero is a senior Attorney at Colombian Coffee Growers Federation (FNC), leading the Intellectual Property legal team which manages the worldwide protection and enforcement strategy of the Geographical Indication Colombian Coffee and Juan Valdez trademark portfolio, among other company's intangible assets.

Ms. Romero Holds an LL.M in Intellectual Property from George Washington University and during her time as a master student in Washington D.C., served as a research assistant for the International Law Commission within the United Nations.

She is a frequent speaker at different IP seminars focusing her participation on Geographical Indication enforcement strategies and the intersection with other collective rights and trademarks. Currently, she is a member of INTA Geographical Indications Committee. Prior to joining FNC, Ms. Romero worked at different law firms in Bogotá, Colombia advising on a wide range of Intellectual Property and business matters for local and foreign companies.

MAXIMILIANO SANTA CRUZ



Maximiliano Santa Cruz is the founder of Santa Cruz IP, a law firm that advises on the design of intellectual property (IP) strategies, innovation, and technology transfer. He is also Senior Counsel to Aninat Abogados, a Legal 500 corporate firm.

He headed the National Institute of Industrial Property (INAPI), the Chilean IP office, from its creation in 2009 until October of 2018. INAPI has been chosen thrice as the best government agency of Chile and as the second most innovative IP office globally (World Trademark Review magazine). He led INAPI to become part of the group of International Patent Authorities within the PCT and a founder of PROSUR, the most advanced integration initiative between fifteen (15) Latin American IP Offices.

Mr. Santa Cruz chaired WIPO's Permanent Committee on Patents and the Working Group on the PCT, both for two terms. He was also a negotiator for the IP chapters in several of Chile's trade agreements, such as those with the EU, EFTA, Korea, the Pacific 4 (P4), and the one with the US.

He is a consultant with the Inter-American Development Bank, the European Union IP Office, the World Bank, and WIPO. Mr. Santa Cruz frequently publishes on IP issues and has taught IP at the Universidad Católica, the Universidad de Chile, and Finisterrae universities. He was Chair of the Expert Advisory Group of the Medicines Patent Pool from 2011 until 2020.

ANTHONY TAUBMAN



Antony Taubman is currently Director at the Intellectual Property, Government Procurement and Competition Division of the World Trade Organization.

From 2002 to 2009, he was Director, Global Intellectual Property Issues Division of WIPO (including the Traditional Knowledge Division and Life Sciences Program). After a diplomatic career, he left the Australian Department of Foreign Affairs and Trade (DFAT) in 2001 to join the newly formed Australian Centre for Intellectual Property in Agriculture, at the Australian National University, teaching and researching on international IP law. From 1998 to 2001, Mr. Taubman was Director of the International Intellectual Property Section of DFAT. He has held postgraduate teaching appointments at several universities include curriculum design and teaching at the University of Melbourne, the Australian National University, and Queensland University of Technology, as well as numerous contributions to other educational and training programs in many countries.

A registered patent attorney, Mr. Taubman worked in private practice in the law of patents, trademarks and designs in Melbourne in the 1980s. In 2008, the Rockefeller Foundation awarded him a Bellagio residential fellowship for his work on TRIPS and public policy issues.

DIRK TROSKIE



Dr. Dirk Troskie is the Director of the Business Planning and Strategy in the Western Cape Department of Agriculture in South Africa. He started his career as a farmer but later turned his hand to lecturing before joining the South African civil service.

In his current capacity, he is responsible to provide advice and information on the strategic matters to the Provincial Minister of Agriculture, the Department and the Sector. To this end, matters of strategic relevance are researched, interventions proposed and the impact and outcome of interventions are evaluated.

From a research perspective, Dr. Troskie is particularly interested in the interaction between values, culture, quality, geography and farming (i.e. Geographical Indicators), developing agrarian economies in a globalising world, embracing the fourth industrial revolution in the context of local realities as well as responsive and responsible government. He served as a member of the Executive Committee of the African Association of Agricultural Economists.

MASSIMO VITTORI



Massimo Vittori is the Managing Director of oriGIn, in charge of the Organization's strategic planning and overall management.

Mr. Vittori previously worked as legal advisor at the International Trade Center (ITC) – a technical assistance agency of the World Trade Organization and the United Nations – where he was in charge of several projects in the field of intellectual property, trade law harmonization, model contracts for SMEs and alternative business dispute resolution mechanisms. Mr. Vittori also worked at the United Nations Conference for Trade and Development (UNCTAD) on the improvement of developing countries' investment climate through regulatory reforms.

Following his Bachelor Degree in International Relations, he obtained a Master's Degree in International Law at the Graduate Institute of International and Development Studies of Geneva and an LL.M. in Intellectual Property at the University of Turin.

Mr. Vittori regularly delivers seminars on GIs, trademarks and trade-related issues in several European Universities.