



საქართველოს ინტელექტუალური  
საკუთრების ცენტრი  
**საკპატენტი**  
**SAKPATENTI**  
NATIONAL INTELLECTUAL PROPERTY  
CENTER OF GEORGIA  
[www.sakpatenti.org.ge](http://www.sakpatenti.org.ge)



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## SYMPOSIUM

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**WIPO/GEO/TBS/23/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: MAY 24, 2023**

## Worldwide Symposium on Geographical Indications

organized

by the World Intellectual Property Organization (WIPO)

in cooperation with

the National Intellectual Property Center of Georgia (SAKPATENTI)

**Tbilisi (hybrid), June 14 to 16, 2023**

**(Times are indicated in Georgian Standard Time (GMT+4))**

## PROGRAM

*prepared by the International Bureau of WIPO*

Wednesday, June 14, 2023

11.00 – 14.00 Registration

13.00 **Exhibition Opens: Geographical Indications of Georgia**

14.00 – 14.30 **Opening of the Worldwide Symposium on Geographical Indications**

Opening addresses by:

Mr. Levan Davitashvili, Vice Prime Minister and Minister, Ministry of Economy and Sustainable Development of Georgia, Tbilisi

Mr. Otar Shamugia, Minister, Minister of Environment Protection and Agriculture of Georgia, Tbilisi

Mr. Daren Tang, Director General, World Intellectual Property Organization (WIPO), Geneva **(video)**

Ms. Wang Binying, Deputy Director General, Brands and Designs Sector, WIPO

Mr. Soso Giorgadze, Chairman, National Intellectual Property Center of Georgia (SAKPATENTI), Mtskheta, Georgia

14.30 – 15.30 **TOPIC I – Branding and Marketing Strategies for Geographical Indications**

*Geographical Indications can function as collective and geographical origin-based brands. Marketing and branding strategies need to take account of the specificities of geographical indications. This panel will address the challenges and opportunities that exist in branding of geographical indications.*

Moderator: Ms. Irene Calboli, Professor of Law, Texas A&M University School of Law, Fort Worth, Texas, United States of America and Academic Fellow and Visiting Professor, Singapore University of Social Sciences, Singapore

Speakers: Mr. Luis Fernando Samper, President, 4.0 Brands, Bogota

Ms. Duygu Aktaş, Commercial Social Projects Coordinator, Hepsiburada, Istanbul, Türkiye

Ms. Mariama Dieme, Monitoring and Evaluation Officer, Organizational Development, *Madd de Casamance*, ETDS (*Économie Territoires et Développement Services*) Ziguinchor, Senegal

Mr. Flavio Innocenzi, Director of *Delle Venezie* PDO Wine and *Asiago* PDO Cheese, Vicenza, Italy

15.30 – 15.45 Q&A Session

15.45 – 16.15 Coffee Break

16.15 – 17.15 **TOPIC II – Update – Selected Developments**

*This panel will review new developments in geographical indications in selected countries and in the Lisbon System of Appellations of Origin and Geographical Indications.*

Moderator: Ms. Pilar Montero, Commercial Law Professor, Director of the IP and Digital Innovation Master, University of Alicante, Alicante, Spain

Speakers: Ms. Alexandra Grazioli, Director, Lisbon Registry, Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector, WIPO

Ms. Mery Macharashvili, Head, Department of Trademarks, Geographical Indications and Design, SAKPATENTI

Mr. Tamás Király, Policy and Legal Officer, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (GROW), European Commission, Brussels

Ms. Ewelina Sliwinska, Senior Legal Advisor, Legal Practice Service, Legal Department, European Union Intellectual Property Office (EUIPO), Alicante, Spain

Ms. Aidyn Artykova, Deputy Director, National Institute of Intellectual Property, Ministry of Justice of the Republic of Kazakhstan, Astana

Ms. Lai Ying, Deputy Director, Examination Division V, Trademark Office, China National Intellectual Property Administration (CNIPA), Beijing

17.15 – 17.30 Q&A Session

18.00 Welcome Reception

Thursday, June 15, 2023

9.00 – 10.00 **TOPIC III – Geographical Indications in the Tourism Value Chain: Gastronomy Tourism / Enotourism**

*This Panel will review and discuss the effects that the promotion of geographical indications can have on the development of the tourism sector in the areas from which geographical indications origin.*

Moderator: Mr. Antonio López de Ávila, Global Manager, Tourism for Rural Development Programme, Market Intelligence and Competitiveness Department, United Nations World Tourism Organization (UNWTO), Madrid

Speakers: Mr. Fernando Cano Treviño, Representative of the Tequila Regulatory Council (CRT), Geneva, Switzerland

Ms. Linsey Gallagher, President and Chief Executive Officer,  
Visit Napa Valley, Napa, United States of America

Ms. Kitiyaporn Sathusen, Director, Geographical Indication  
Office, Department of Intellectual Property (DIP) of Thailand,  
Nonthaburi, Thailand

Prof. Prabuddha Ganguli, Chief Executive Officer, Vision-IPR,  
Mumbai, India

10.00 – 10.15 Q&A Session

10.15 – 10.45 Coffee Break

10.45 – 11.45 **TOPIC IV – Governance and Quality in Geographical Indications**

*Owing to their nature of collective brands that can be used by a community of individual producers, the success of geographical indication products will depend largely on effective governance and quality control structures. This panel will review and discuss various approaches to this subject and the challenges that exist on the way.*

Moderator: Ms. Valérie Pieprzownik, Expert on Geographical Indications,  
Food and Nutrition Division, United Nations Food and  
Agricultural Organization (FAO), Rome

Speakers: Mr. Philippe Bardet, Director, *Interprofession du Gruyère*,  
Pringy, Switzerland

Ms. Nuria Ackermann, Chief Technical Advisor – PAMPAT 2  
Project Tunisia, United Nations Industrial Development  
Organization (UNIDO), Vienna

Mr. René Claude Elogo Metomo, President, Group of  
Producers of the PGI *Poivre de Penja*, Penja, Cameroon

Ms. Adrienne Thompson, Deputy Director, Registrar, Jamaica  
Intellectual Property Office (JIPO), Kingston

11.45 – 12.00 Q&A Session

12.00 – 14.00 Lunch Break

14.00 – 15.00 **TOPIC V – Geographical Indications, Trade and Common Names**

*The international protection of geographical indications – bilateral or multilateral – raises a number of issues that continue to be debated. This panel offers an opportunity to present various positions and to discuss the underlying argumentation.*

Moderator: Mr. Tony Taubman, Director, Intellectual Property, Government  
Procurement and Competition Division, World Trade  
Organization (WTO), Geneva

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

Mr. Raimondo Serra, Deputy Head, Unit AGRI.G.3 – Asia and Australasia, European Commission, Brussels

Mr. Martín Alvez, Minister Counsellor, Permanent Mission of Uruguay to the World Trade Organization (WTO), Geneva

Mr. Riccardo Deserti, President, Organization for an International Geographical Indications Network (oriGIn) and Director General, Consorzio Parmigiano Reggiano, Reggio Emilia, Italy

15.00 – 15.15 Q&A Session

15.15 – 15.45 Coffee Break

15.45 – 16.45 **TOPIC VI – Cooperation for Geographical Indications – Panel and Open Floor Discussion**

*Geographical indications are a form of intellectual property that is accessible to producers at all levels of economic development. In order to allow communities in developing countries to realize the potential of geographical indications, a number of international actors provide cooperation and assistance to such communities. This panel will review and discuss existing approaches to providing assistance, the needs of the receivers of such assistance as well as ways of better coordinating assistance with a view to rendering it more effective. Turning into an open-discussion, all participants will have an opportunity to participate actively in the panel.*

Moderator: Mr. Marcus Höpperger, Senior Director, Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector, WIPO

Speakers: Ms. Valérie Pieprzownik, FAO, Rome

Mr. Stefano Inama, Chief, Technical Cooperation and Enhanced integrated Framework (EIF) Section, United Nations Conference on Trade and Development (UNCTAD), Geneva

Ms. Alexandra Grazioli, WIPO

Ms. Noémie Beigbeder, Team Leader for Economic Partnership Agreements and Geographical Indications, Unit AGRI.G.1 – Global Issues, WTO and relations with ACP, European Commission, Brussels

Ms. Nancy Omelko, Principal Counsel, International Trademark Policy, United States Patent and Trademark Office (USPTO), Alexandria, Virginia, United States of America

Ms. Magui Nnoko, DG Advisor, Project Coordination, African Intellectual Property Organization (OAPI), Yaoundé

16.45 – 17.00 Q&A Session

17.00 Closing remarks by:

Mr. Soso Giorgadze, SAKPATENTI

Mr. Marcus Höpperger, WIPO

Friday, June 16, 2023

Excursion (foreign participants only)

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