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SYMPOSIUM

WIPO/GEO/TBS/23/INF/2
ORIGINAL: ENGLISH
DATE: JUNE 2, 2023

Worldwide Symposium on Geographical Indications

organized by the World Intellectual Property Organization (WIPO)

and

the National Intellectual Property Center of Georgia (SAKPATENTI)

Tbilisi (hybrid), June 14 to 16, 2023

INFORMATION ON SPEAKERS

prepared by the International Bureau of WIPO

NURIA ACKERMANN



Nuria Ackermann has been working for the United Nations Industrial Development Organization (UNIDO) since 2008. She is the Chief Technical Advisor of the PAMPAT Tunisia project, which promotes origin-linked quality labels, territorial marketing and market access for local agrofood products. She has also worked on the design and implementation of private sector and rural development projects in Latin America, West Africa and the Arab region.

Ms. Ackermann holds Masters degrees in International Business Management and Political Sciences and is the author of different publications on export promotion, clusters, geographical indications and promotion of origin-linked food products.

DUYGU AKTAS



Duygu Aktas is the Commercial Social Projects Coordinator at Hepsiburada.com, Turkey's leading e-commerce company, where she leads Turkey's first geographical indications programme 'HepsiTürkiye'den' (All from Turkey) along with 'Technology Empowerment for Women Entrepreneurs' programme with more than 40,000 women entrepreneurs. Ms. Aktas is responsible for the strategic direction, vision and growth of Hepsiburada's flagship programmes. A key metric for the programmes are to help local producers and women entrepreneurs to grow their business

via e-commerce.

Prior to Hepsiburada.com, Ms. Aktas began her career at Catalonian Grupo Serhs as a marketing specialist, before deciding to move to the retail industry. She started with Metro Group AG in Istanbul as a buyer and gained experience in various categories, working with both national and international major brands. She has more than 18 years of experience in tourism, marketing, retail and e-commerce.

Ms. Aktas earned a BA (Honours) degree from Cardiff Metropolitan University, United Kingdom, and during her studies, she worked in Cardiff Magistrates Court trials and the Welsh Health Board as an interpreter for Turkish women refugees in women's clinics. After her degree in the UK, she moved to Spain and completed Spanish Language studies at the University of Zaragoza, then returned to Turkey and has worked in the travel and retail industry ever since. Ms. Aktas was a finalist at the British Council Entrepreneurship Award 2019.

MARTÍN ALVEZ



Martín Andrés Alvez Lemos is serving as Minister Counsellor at the Permanent Mission of Uruguay to the World Trade Organization (WTO) and other economic international organizations in Geneva. In 2022, he was appointed as GRULAC Regional Coordinator at WIPO and has been in charge of the coordination to this date.

Since he joined the Ministry of Foreign Affairs of Uruguay in 2007, he has served in the Directorate of Economic Relations and International Negotiations, President of the National Committee on Trade Facilitation and lately as Director of International Economic Organizations at the Directorate General for Economic International Affairs.

He has served abroad at the Embassy of Uruguay in Belgium and the Mission of Uruguay to the European Union as Deputy Representative to the World Customs Organization and his last position has been as Consul General of Uruguay in Guangzhou, Province of Guangdong, China from 2018 to 2021.

AIDYN ARTYKOVA



Aidyn Artykova is a Kazakh lawyer specializing in intellectual property. She has been Deputy Director of the Kazakh Patent Office (RSE “National Institute of Intellectual Property” of the Ministry of Justice of the Republic of Kazakhstan) since 2021.

She has been working at the Kazakhstan Patent Office for about 20 years. She is a member of the working groups on legislative work in Kazakhstan.

She has participated in the ratification of the Madrid Protocol, Patent Cooperation Treaty (PCT), Singapore Treaty on Trademarks (STLT), Patent Law Treaty (PLT), enhanced Partnership Agreement with the European Union and other international agreements. She is the author of the Kazakh-Russian-English terminological dictionary in the field of intellectual property.

She has a number of publications on Geographical Indications and Appellations of Origin of Goods. She is a graduate of Al-Farabi Kazakh State University, Kazakh Institute of Law and International Relations, King's College London.

PHILIPPE BARDET



Philippe Bardet is the Director of the *Interprofession du Gruyère* since 1998.

The *Gruyère* dossier has occupied part of his activity with the establishment of the *Charte du Gruyère*, followed by the creation of the *Interprofession du Gruyère* in 1997, which paved the way for the demise of the *Union Suisse du Commerce de Fromage* (USF). With the support of the committee and delegates, he has been involved in developing the marketing structure, the overall management of the quality and quantity of

Gruyère PDO and the political and legal defense of the protected designation of origin.

After studying agronomy at the *Haute école* of Zollikofen. Mr. Bardet went on to work for a number of agricultural organizations: the Swiss Farmers' Union in Brugg, the Vaud Chamber of Agriculture in Lausanne and Agora, the French-speaking Organization of agricultural professionals. In this capacity, he carried out a number of mandates and dealt with issues relating to the protection and promotion of agriculture, culminating in the setting up of the *farm brunch* on August 1 and the development of the early stages of IP-SUISSE integrated production, known today under the Coccinelle label.

NOEMIE BEIGBEDER



Noémie Beigbeder is a Team Leader for the Economic Partnership Agreements and Geographical Indications in the Unit AGRI.G.1 - Global Issues, WTO and relations with ACP countries of the Directorate General for Agriculture and Rural Development at the European Commission.

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).

FERNANDO CANO TREVIÑO



Fernando Cano Treviño is the Chief European Representative Officer and Spokesperson of the *Consejo Regulador del Tequila* (CRT), with a tenure of more than 18 years in this role.

Mr. Cano Treviño has been entrusted with the responsibility of representing the CRT in key international forums and organizations. He has played a pivotal role in advocating for the protection of the Appellation of Origin Tequila within influential entities such as the WIPO, WTO, and European Commission (EC). By engaging with these

prominent bodies, he has successfully influenced policy and regulatory frameworks, facilitating the growth and expansion of Tequila's presence in global markets.

Mr. Cano Treviño is in charge of verifying the compliance of the commercialisation of Tequila in Europe with the official Mexican Standard for Tequila through verification and inspection activities to European importers and operators. Mr. Cano is also responsible for leading the Tequila training and educational activities of the culture of Tequila in Europe. After leading the CRT offices in Madrid (Spain) since 2005 and Brussels (Belgium) in 2007, he finally settled in 2010 with the CRT office for Europe in Geneva (Switzerland).

After achieving a Law degree with honours at the *Universidad del Valle de Mexico* in 2000, he followed various courses, which led him to specialize in Industrial Property law, specifically in

the field of Appellations of Origin. He holds a Diploma in Intellectual Property including Trademarks, Industrial Designs and Appellations of Origin from CEIPI (*Centre d'Études Internationales de la Propriété Intellectuelle*) in Strasbourg, France.

Since 2007, Mr. Cano is a member of the Executive Committee of the Organization for an International Geographical Indications network (oriGIn). He previously worked as Industrial Property Advisor at the Direction of International Relations of the Mexican Institute of Industrial Property (IMPI) from the Ministry of Economy from 2000 to 2004.

RICCARDO DESERTI



Riccardo Deserti is the President of the Organization for an International Geographical Indications Network (oriGIn), the global alliance of geographical indications (GIs). Since 2012, Riccardo is the Director General of Consorzio Parmigiano Reggiano, in charge of the overall management of the organization.

Mr. Deserti previously worked at the Italian Ministry of Agricultural Food and Forestry Policies, covering, among others, the position of Chief of the Technical Secretariat of the Minister and Director General of the General Directorate of Quality of Agricultural Products and GIs. He also worked at the Nomisma SpA, a major Italian economic research institute, holding the position of Chief Executive Officer.

Riccardo has a Degree in Agricultural Sciences from the University of Bologna.

MARIAMA DIEME



Mariama Diémé is a Monitoring and Evaluation Officer tasked with the organizational development of the “Support for establishing a Geographical Indication (GI) for the *madd de Casamance* fruit and structuring its value chain” project at *Économie Territoires et Développement Services* (ETDS), a non-governmental organization in Senegal.

Ms. Diémé is a food-processing engineer specialized in processing local products and establishing supply chains and also specializes in establishing and managing quality in food-processing companies. Ms. Diémé has three years of experience organizing stakeholders, supervising food-processing value chains and marketing local products in Casamance, Senegal, and mainly works out of the integrated economic hub of Bignona.

Since joining ETDS one year ago, she has applied her experience and knowledge of the food processing sector in Casamance to the project to register *madd de Casamance* as a GI. The project is supported by WIPO, the Food and Agriculture Organization of the United Nations (FAO) and the GI facility launched by the French Development Agency and the International Cooperation and Agricultural Research Center for Development (CIRAD). With the support of WIPO, she participated in InterGI 2022, an advanced training course on GIs, held in Guérande, France, by CIRAD and REDD+ (reducing emissions from deforestation and forest degradation in developing countries). This enabled her to expand her knowledge on the management and organization of defense and management bodies, as well as promotion strategies for GI products.

RENÉ CLAUDE ELOGO METOMO



René Claude Metomo Elogo is the President of the group representing the Penja Pepper, which obtained protected geographical indication (PGI) status in 2011. The association provides support and professional training to stakeholders in the Penja Pepper sector in Cameroon.

Mr. Metomo Elogo is an expert who is passionate about growing Penja Peppers. He is a leading Penja Pepper producer in the country and a pioneer of the pepper's certification process.

The Penja Pepper is the first GI-protected product from sub-Saharan Africa and is the first product from the African Intellectual Property Organization (OAPI) zone to be recognized as a PGI by the European Union. It has been considered as one of the world's best peppers for a decade.

In addition to his current position, in 2022 he also became the Vice-President of the "Moungo Land" Association, which specializes in promoting products from the Moungo lands of Cameroon.

LINSEY GALLAGHER



Linsey Gallagher is the president and Chief Executive Officer of Visit Napa Valley, the official destination management organization for the Napa Valley, with a mission to promote, protect, and enhance the region's position as an attractive travel destination while also enhancing its public image as a dynamic place to visit, live and work.

Ms. Gallagher joined Visit Napa Valley in 2019 after serving 10 years as Vice President, International Marketing for the California Wine Institute. She gained wine industry experience at E. & J. Gallo Winery, and prior to that she worked at NBC's Today Show and General Electric's GE Capital Services. She was named one of the top "North Bay Women in Business" by the North Bay Business Journal in 2020. She also received the publication's "Influential Women Leaders Award" in 2022. She serves on the Boards of Directors for the Napa Valley Vine Trail, Napa Green and the Children's Museum of Napa Valley.

Ms. Gallagher earned an undergraduate degree from the University of Vermont and an MBA degree from Kellogg School of Management at Northwestern University.

PRABUDDHA GANGULI



Prabuddha Ganguli is CEO of his consulting firm VISION-IPR offering services in management of Intellectual Property Rights and Knowledge Management.

He is a leading expert on IPR and an adviser on Innovation & IPR Policy to several governments. He has been a Consultant to the World Intellectual Property Organization (WIPO) for over 2 decades on programmes related to National IPR Policy Development and IPR Capacity Building in various countries. His work on GI Value Chains has become a model for GI as a tool for socioeconomic and cluster development. He has over 50 publications in technical fields, over 60 publications in IPR including invited chapters in specialized topics in several edited international volumes in IPR. He has authored six books in IPR.

Mr. Ganguli was a Research Fellow at the University of Windsor, Canada after which he was Visiting Scientist at the Bhabha Atomic Research Centre for a brief period. He then took a very unconventional route in industry for the next two decades in diverse managerial roles such as research scientist, R&D management, strategic management of IPR in businesses,

management of factories, implementation of technology transfer, knowledge management systems in businesses, managing corporate information security and corporate planning.

In February 2011, he was awarded “The Chemtech Pharma-Bio World Award for outstanding contribution in the field of Intellectual Property” and in 2014, the legal fraternity in India under the banner “LEGAL ERA” honoured him with “The Lifetime Achievement Award”.

ALEXANDRA GRAZIOLI



Alexandra Grazioli is currently Director of the Lisbon Registry in the Brands and Designs Sector of 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 other international 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 and WTO (TRIPS and Doha Round negotiations).

MARCUS HÖPPERGER



Marcus Höpperger is Senior Director of the Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector of WIPO.

Since taking up his duties with WIPO, Mr. Höpperger worked in various positions in international industrial property law, including as Director of the Madrid System for the International Registration of Marks.

In his current function, Mr. Höpperger acts as Secretary to the WIPO Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT). Previous assignments included the 2006 Diplomatic Conference adopting the Singapore Treaty on the Law of Trademarks and the 2015 Diplomatic Conference adopting the Geneva Act of the Lisbon Agreement on Appellations of Origin and Geographical Indications.

STEFANO INAMA



Stefano Inama is a Chief, Technical Assistance, in the Division on African and Least Developed Countries (LDCs), United Nations Conference on Trade and Development (UNCTAD), Geneva, Switzerland.

Mr. Inama possesses over 30 years of experience on trade and development issues matured advising governments and private sector. He has designed and managed research and trade-related capacity building programs in Asia, Africa, and Latin America, with a focus on trade laws and policy, regulatory and institutional trade issues with a specialization on rules of origin and market access. He has written extensively on these subjects as well as on the role of geographical indications as a tool for development.

Mr. Inama is leading the UNCTAD program on Geographical Indication for LDCs resulting in significant publications such as: *Geographical Indication Protection of Mozambique's Cabrito de Tete* (Tete Goat – Upcoming), *The case for geographical indication protection of the Mozambique white prawn* and *The geographical indications process in Benin*.

He is the author of one of the most comprehensive analytical books on rules of origin (*Rules of Origin in International Trade* (Cambridge University Press, Second edition 2022), and has co-authored *Rules of Origin in ASEAN: A Way Forward* and *The foundations of the ASEAN Economic Community* (Cambridge University Press, 2015).

Mr. Inama holds Masters and LLM degrees from the University of Bologna and the College of Europe, Bruges, Belgium. He is a Visiting Fellow at the Robert Schuman Center for Advanced Studies at the European University Institute and a member of the faculty of the ASEAN Integration Through Law Project at the Center for International Law of Singapore, and a Visiting Lecturer at the Columbia University.

FLAVIO INNOCENZI



Flavio Innocenzi graduated in International and Diplomatic Relations, MBA, specialized in strategic marketing at the IMD in Lausanne, since 1996 and before joining the world of intellectual property and geographical indications, he has held various positions as General Manager and Business Manager in leading food companies as well as in the exhibition industry.

Since 2010, he has worked as Director of the Asiago PDO Cheese Consortium and in December 2022, he was also appointed Director of Delle Venezie DOC Wines Consortium, Italy's second most extended wine GI.

He has been a member of the Executive Committee of OriGIn in Geneva. Since 2018, he has been representing the producers of PDO-PGI of his region (Veneto) in AREPO, the European network of regions and producers' associations dealing with products of quality and origin.

ALLEN JOHNSON



Ambassador Allen Johnson serves as the Senior International Affairs Advisor for the Consortium for Common Food Names (CCFN). He is also President of Allen F. Johnson & Associates (AFJ) since founding the company in 2005. AFJ has been involved in business and consulting activities in North and South America, Europe, Asia and Africa for companies and trade associations as well as the U.S. government and international organizations. Activities include all aspects of business activity such as strategic planning, business and market assessments, economic and trade analysis, legal and regulatory issues, and trouble shooting and problem solving for clients and partners.

Prior to founding AFJ, Mr. Johnson served as an Ambassador at the Office of the United States Trade Representative (USTR) in the Executive Office of the President from April 2001 until September of 2005. At USTR, Mr. Johnson was responsible for directing all U.S. agricultural negotiations globally, regionally and bilaterally, and resolving bilateral issues and disputes, including issues related to new technologies, with virtually every U.S. trading partner. He coordinated closely with U.S. Departments and regulatory agencies such as the Department of Agriculture, Department of Commerce, Department of State, Environmental Protection Agency, Food and Drug Administration and the White House and National Security Council, in creating federal rules and policies regarding international trade. He also consulted with and testified before Congress extensively.

Ambassador Johnson has extensive private sector experience in management and marketing in agriculture, business, and technology in the U.S. and abroad. He has served on several boards and is involved in various entrepreneurial and philanthropic activities.

TAMAS KIRALI

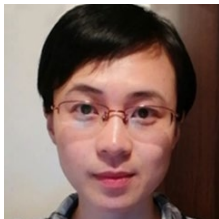


Tamas Kiraly has been working in the field of intellectual property in different roles, both in the private and public sector, for more than 13 years.

Mr. Kiraly has a master's degree in law and film studies. He started his career in an international law firm, and then worked for the Ministry of Justice in Hungary dealing with intellectual property and audiovisual policy. Later, he was an intellectual property, consumer protection and smart regulation attaché at the Permanent Representation of Hungary to the EU in Brussels.

In 2016, Mr. Kiraly joined the European Commission, where he first worked as legal and policy officer, negotiating the intellectual property chapter of free trade agreements. Currently, he manages legislative and non-legislative files on intellectual property, including the preparation of the new EU regulation on geographical indications for craft and industrial products.

LAI YING



Lai Ying is the Deputy Director of Examination Division V, Trademark Office, China National Intellectual Property Administration (CNIPA). Her department is responsible for the registration, modification, assignment, renewal and cancellation of collective trademarks, certification trademarks and geographical indications.

Ms. Lai has been working at the Trademark Office since 2006. She is the co-author of the edition of the “Chinese Industrial and Commercial Administration Series – Trademark Registration and Management” and “Understanding and Application of Trademark Law (2014)”.

She has taught courses for the WIPO China Summer School multiple times and participated in the negotiation of Agreement between the European Union and the Government of the People's Republic of China on cooperation on, and protection of, geographical indications. She also participated in the preparation of the China Geographical Indication Exhibition at the 2017 Worldwide Symposium on Geographical Indications.

Ms. Lai received her Bachelor of International Economic Law from East China University of Political Science and Law, and Master of Intellectual Property Law from China University of Political Science and Law.

ANTONIO LÓPEZ DE ÁVILA



Antonio López de Ávila is the Global Manager of the Tourism for Rural Development Programme of the United Nations – World Tourism Organization (UNWTO), which was designed with the vision of making tourism a driver of rural development and wellbeing. It was assigned the mission to advance the role of tourism to promote innovative and transformative approaches to the development of tourism in rural destinations that contribute to the three pillars of sustainability – economic, social, and environmental – in line with the Sustainable Development

Goals (SDGs).

Previously, Mr. López de Ávila was Co-Founder and Chief Executive Officer of Tourism Data Driven Solutions an international Strategic Consultancy firm on Smart Tourism Destinations headquartered in Madrid (Spain) with delegations in Mexico City (Mexico), Bogotá (Colombia), and Shanghai (China). He is a Member of the Smart Tourism Destinations Network of Spain.

Special Advisor to the Secretary General of the UNWTO on Innovation and Technology in 2017, he led the Smart Tourism Destination Initiative in Spain as President-Chief Executive Officer of SEGITTUR from 2012 to 2017. This initiative has received the two most important recognitions at a global level: UNWTO Ulysses Award 2018 for Innovation in Research and Technology and World Travel and Tourism Council (WTTTC) Global Champion Award 2019.

Mr. López de Ávila is also a Professor of Innovation Management, and he was Director of the Travel and Tourism Innovation Initiative at IE University from 2008 to 2011 and from 2017 to 2019. International speaker since 2008, he has participated in conferences organized by the European Union, UNWTO, WTTTC, Interamerican Development Bank (IDB), and World Bank, amongst others.

He was the coordinator and co-author of the book “Smart Tourism Destination: Building the Future”, edited by the Ministry of Industry, Energy and Tourism of Spain in 2015, and is also the author of many press articles and academic reviews. He earned an Executive MBA from IE Business School and a bachelor’s degree in Law from ULPGC (Spain).

MERY MACHARASHVILI



Mery Macharashvili is Head of the Trademarks, Geographical Indications and Design Department at the National Intellectual Property Centre of Georgia “Sakpatenti”. She is responsible for developing a Geographical Indications system and protecting GIs at the national and international levels.

She has over 15 years of working experience for different administrative organizations, including the Ministry of Finance of Georgia, the Public Service Development Agency operating under the Ministry of Justice of Georgia, and Sakpatenti. She was involved in various comprehensive projects related to harmonizing Georgian legislation with EU regulations. Currently, she works on ongoing reforms of the GI registration system in Georgia.

Ms. Macharashvili has gained Masters degrees in law from the Tbilisi State University and in Public Policy from the National Graduate Institute for Policy Studies, Tokyo, Japan.

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* at the University of Alicante, and Co-Director of the Alicante “International seminar on geographical indications”. She is a member of the Alicante Commercial Law GIs team and organizes the University Diploma “*Plant breeding and Quality Distinctive Signs Specialist Diploma*” at the University of Alicante.

She is a 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, and is a Non-Governmental Advisor of the National Competition Authority. Ms. Montero is an Intellectual Property expert at the European Parliament and in several European, national and international institutions.

Ms. Montero is an 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); *L'évolution des signes distinctifs de qualité en Espagne* (2022); *Geographical Indications and sustainable development* (2022); *The regulatory challenge of a digital platform economy* (2023).

MAGUI NNOKO



Magui Koubitobo Nnoko is a Projects Coordinator at the African Intellectual Property Organization (OAPI). She is an engineer and has an executive MBA in strategic management. She has more than sixteen years of experience on industrial and technological development policies and projects management.

Ms. Koubitobo Nnoko worked for few years in the private and humanitarian sector before joining the administration of her country, where she spent more than ten years in charge of IP and technological innovation strategies.

Since 2018, in OAPI she is in charge of development projects based on exploitation and valorization of GI, plants varieties, collectives' trademarks and patents. She is conducting the support program of registration of more than ten new GI's in OAPI member states.

NANCY OMELKO



Nancy Omelko is currently Principal Counsel for International Trademark Policy Office of Policy and International Affairs at the United States Patent and Trademark Office (USPTO). She specializes in international and domestic trademark law, with a focus on geographical indications.

Ms. Omelko served a two-year detail with the Office of the United States Trade Representative to the WTO in Geneva, Switzerland, as the Intellectual Property Attaché. Ms. Omelko participates in bi-lateral and multilateral discussions with countries around the world. During her tenure at the USPTO, she has held the position of Administrator for Petitions in the Trademark Commissioner's Office; Motions Attorney at the Trademark Trial and Appeal Board; and Examining Attorney, where she examined service mark applications and held the title of Certification Mark Specialist.

VALÉRIE PIEPRZOWNIK



Valérie Pieprzownik works as an expert in geographical indications for the FAO in the Food and Nutrition Division.

She joined the FAO at the beginning of January 2023. Prior to that she worked at the French Ministry of Agriculture where she dealt with the whole economy of the wine sector as Head of the Wine and Other Beverages Office and where she was also for many years the Head of the Quality Office, being in charge of all the official modes of valorization of products including GIs and organic farming.

She holds a Master's Degree in law and a Master Degree in Agricultural and Environment Engineering.

LUIS FERNANDO SAMPER



Luis Fernando Samper is currently the Director of 4.0 Brands. Colombia, and the Sustainability Manager of oriGIn. He has over 25 years of experience on Geographical Indications, branding and sustainability matters. Luis Samper's purpose is to create collective value leveraging IP, sustainability and branding strategies.

Over the last few years, Luis has worked as a consultant in GI and collective marketing projects in Asia, Africa, Latin America and Europe, covering different products in projects financed by WIPO, EUIPO, FAO, EU, ITC and other major international organizations, as well as trade associations and regulatory councils. His consulting work also includes topics such as IP strategy and valuation.

Previously, he successfully led the global marketing and IP strategy for Café de Colombia, which included its defense and recognition process as a Protected Geographical Indication in the European Union and Switzerland, the first non-European GI to obtain such recognition, and the Certification Mark status in the United States and Canada. Additionally, he coordinated the launch of Café de Colombia's sustainability reports, starting in 2011.

Mr. Samper has also co-authored a number of publications, including WIPO's technical paper on the Role of Intangibles in the coffee Value Chain, EUIPO/Afripi's Manual for Geographical Indications in Africa and the book "Juan Valdez, the Strategy behind the brand". He is also the lead author of the upcoming FAO/oriGIn's Sustainability Strategy for GIs guide and toolkit, due to be published in 2023. He has also co-authored scientific papers published in international journals, such as Food Policy and the Journal of the Commons.

Mr. Samper was president of OriGIn between 2006 and 2009. He has been invited by the European Union, WIPO, INTA, ASIPI and several domestic IP associations as a speaker on Geographical Indications in several conferences, seminars and forums in the Americas, Africa, Asia and Europe.

KITIYAPORN SATHUSEN



Kitiyaporn Sathusen is the Director of Geographical Indication Office, Department of Intellectual Property, Ministry of Commerce of Thailand.

Ms. Sathusen has great experience in the intellectual property field, having worked in many different positions both for domestic and international cooperations, including as a Director of Industrial Design Office, Head of Public Relations Division, and Head of International Relations Division for WIPO Cooperation.

As a Director of Geographical Indication Office, she is responsible for all dimensions of geographical indication protection, including registration, quality control, and promotion. She has worked together with public and private sectors in order to promote the registration of potential local products as GI in the belief that GI can be an effective tool to create marketing value and business opportunities to local communities.

RAIMONDO SERRA



Raimondo Serra is Deputy Head of the Unit for “Asia and Australasia” in the Directorate-General for Agriculture and Rural Development of the European Commission. He leads the EU team negotiating the agricultural components of the EU-AUS FTA.

In his 27-year career within the Commission services, entirely dedicated to agricultural matters, Mr. Serra held various positions in Headquarters in Brussels as well as in China, as the EU Agricultural Counselor from 2006 to 2010. He has been the EU lead negotiator for the agricultural and Geographical indications (GIs) components of various free trade agreements (FTAs), including the EU-Canada CETA, the EU-Ecuador FTA, the EU-US Transatlantic Trade and Investment Partnership (TTIP), the EU-Japan EPA and the EU-NZ FTA.

More recently, he was Deputy Head of the Unit responsible for “Wine, Spirits and horticultural products” and, in the context of the CAP post 2020 CAP reform, he coordinated the work on the Common Market Organization regulation.

Mr. Serra holds a First-class Honours Degree *Cum Laude* in Political Science from the *Università degli Studi di Cagliari* and a Master's degree on EU law and policies from *S.I.O.I. - Società Italiana per l'Organizzazione Internazionale* in Rome.

EWELINA SLIWINSKA



Ewelina Sliwinska is a senior member of the European Union Intellectual Property Office's (EUIPO) Legal Department and the team advising on GI-related matters.

Ms. Sliwinska is a lawyer from Poland, who has been working at the EUIPO for the last 13 years, previously holding positions such as Head of Decision Sector, Team Leader and a Reference Person for the Relative Grounds Decisions within the Operations Department.

She is a member of the Warsaw Bar Association and before joining EUIPO she worked in law firms as an IP lawyer. Her expertise includes trademark examination and decision-taking, geographical indications, providing IP advice, litigation and developing the IP practice of EUIPO.

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ANTONY TAUBMAN



Antony Taubman has served since 2009 as Director of the WTO's Intellectual Property, Government Procurement and Competition Division, with responsibility for a wide range of WTO activities in these fields including coordination on the intersections between public health, trade policy and the intellectual property system, with a particular focus on the international response to the COVID-19 pandemic. From 2002 to 2009, he directed the Global Intellectual Property Issues Division of WIPO (including the

Traditional Knowledge Division and Life Sciences Program), covering IP and genetic resources, traditional knowledge and folklore, the life sciences, and related global issues including public health and climate, the environment, climate change, human rights, food security, bioethics and indigenous issues. An earlier appointment at WIPO covered development cooperation in Asia and the Pacific, redesign of the program and budget, and policy development.

A diplomatic career with the Australian Department of Foreign Affairs and Trade (DFAT) concluded with service as Director, International Intellectual Property, engaged in multilateral and bilateral negotiations on IP issues, domestic policy development, regional cooperation, and TRIPS dispute settlement. Earlier service included disarmament policy and participation in the negotiations on the Chemical Weapons Convention, and postings to the Australian Embassy in Tehran as Deputy Head of Mission, and to the Hague as Alternate Representative to the Preparatory Commission for the Organisation for the Prohibition of Chemical Weapons and Chair of the Expert Group on Confidentiality as a component of the system for verification of disarmament commitments.

In 2001, he joined the Australian Centre for Intellectual Property in Agriculture and the College of Law at the Australian National University, teaching and researching on international IP law. He has held postgraduate teaching appointments at several law schools including at the University of Melbourne, American University, the Queensland University of Technology and the University of Edinburgh, and contributes to many other educational and training programs. In 2008, the Rockefeller Foundation awarded him a Bellagio residential fellowship for his work on TRIPS and public policy issues. He has authored numerous publications on the TRIPS Agreement and international IP law and policy, and cognate policy fields such as public health, competition policy and the digital economy.

A registered patent attorney, he worked in private practice in the law of patents, trademarks and designs in Melbourne in the 1980s. His tertiary education has included computer science, mathematics, engineering, classical languages, philosophy, international relations, law and theology; he taught ancient Greek philosophy at Melbourne University.

ADRIENNE THOMPSON



Adrienne Thompson is the Deputy Director/Registrar of Industrial Property at Jamaica Intellectual Property Office (JIPO) with oversight of the Trade Marks, Designs, Geographical Indications and Patent Directorates.

Ms. Thomson is an attorney-at-law with over sixteen years of professional experience gained in the fields of Intellectual Property Law and Medicinal Chemistry Research. She was admitted to the Jamaican Bar in 2013; recognized to practice before the United States Patent and Trademark Office in 2009, and licensed to practice law in Missouri, U.S.A. in 2008.

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