

Information Session on Geographical Indications

Geneva, March 31, 2026

PROGRAM

*prepared by the Secretariat**

* The program was agreed by the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT) at its forty-eighth session.

At its forty-eighth session, the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT) agreed to hold an Information Session on Geographical Indications. The Information Session covers the topic in two parts: the first part addresses the inclusive governance of geographical indications and sustainability, and the second part deals with plant names and geographical indications.

15.00 – 15.10 Opening Remarks by:

Ms. Lilyclaire Bellamy, Executive Director, Jamaica Intellectual Property Office (JIPO), Kingston and Chair of the forty-ninth session of SCT

15.10 – 16.30 **Session 1: Inclusive Governance of Geographical Indications and Sustainability**

Moderator: Prof. Dr. Irene Calboli, Regents Professor of Law, Texas A&M University School of Law, Texas, United States of America

Speakers: Mr. Li Yue, First-Level Consultant, GI and Official Signs Protection Division, IP Protection Department, China National Intellectual Property Administration (CNIPA), Beijing

Ms. Irma Vera P. Morcillo, Supervising Trademark Examiner, Bureau of Trademarks, Intellectual Property Office of the Philippines (IPOP HL), Taguig City, Philippines

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

Ms. Gabriela Espárrago, Head of the Distinctive Signs Area, National Directorate of Industrial Property (DNPI), Montevideo

Mr. Filippo Arfini, Professor, University of Parma, Parma, Italy

16.30 – 17.00 Coffee Break

17.00 – 18.00 **Session 2: Plant Names and Geographical Indications**

Moderator: Mr. Martin Ekvad, Director, Legal Affairs, International Union for the Protection of New Varieties of Plants (UPOV), Geneva

Speakers: Ms. María José Bucheli Silva, Internal Management Analyst for Signs of Origin, Nation Brands and Well-Known Signs, Industrial Property Department, National Intellectual Property Rights Service (SENADI), Quito

Mr. John Power, Visiting Fellow, Centre for European Studies, Australian National University (ANU), Canberra

Mr. Matevž Fortin, Legal Advisor, Legal and Governance Affairs Unit, Community Plant Variety Office (CPVO), Angers, France

18.00 Closing of the Session

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