

# “Innovating with Geographical Indications to boost local development. Experience sharing from various Member States”

WIPO Room NB 0.107 / Zoom, 11.07.2024

## Co-Sponsored by

**Cambodia, Colombia, Czech Republic, France, Grenada, Hungary, Italy, Portugal, Slovakia, Switzerland and Tunisia.**

The purpose of this side event is to highlight, based on four local experiences, the innovative character of geographical indications for agricultural and non-agricultural products and to underline their link with various aspects such as technology, tourism and sustainability.

1 PM – 1:35 PM

## Light lunch

1:35 PM

## Opening remarks by

- **Daren Tang**, Director General of WIPO
- **Hon Claudette Joseph**, Attorney General and Minister for Legal Affairs of Grenada
- **Catherine Chammartin**, Director General of Swiss IPI

1:50 PM

## The Cambodian experience

H.E. Suon Vichea, Advisor and Director of IP Department, Ministry of Commerce

2:00 PM

## The Colombian experience

Camilo Prada, ASOARCH, Denominación de Origen „Cerámica Negra de la Chamba“

2:10 PM

## The South African experience

Marthane Swart, Rooibos Council

2:20 PM

## The Indian experience

Lalit Ambastha, Reinforce Intellectual Property Association

2:30 PM

**Q&A and final remarks** by the Moderator, Massimo Vittori, Managing Director of oriGIn



**IGE | IPI**

Eidgenössisches Institut für Geistiges Eigentum  
Institut Fédéral de la Propriété Intellectuelle  
Istituto Federale della Proprietà Intellettuale  
Swiss Federal Institute of Intellectual Property



© Rooibos Council



© Artesanías de Colombia



© Reinforce Intellectual Property Association