



## Worldwide perspectives on Geographical Indications 5-8 July

---

### Africa Thematic session

The Continental Strategy for GIs in Africa:  
What innovative approaches to the protection  
and promotion of geographical indications?

6 July 2022  
8.30-10.30



Projet AfrIPI, financé par l'Union Européenne et mis en œuvre par l'Office de l'Union Européenne pour la Propriété Intellectuelle (EUIPO)

The International conference "Worldwide perspectives on Geographical Indications: An International Conference for Researchers, Policy Makers and Practitioners", organized by FAO and CIRAD from, 5 to 8 July 2022 in FAO Rome, aims at supporting dedicated discussions on most recent practices and research between the academic world, practitioners' network and policy sphere from all over the world.

Among the important aspects of GI development in the world, the African Union Continental strategy for GIs in Africa has reaffirmed the high potentialities of GI protection in Africa as a tool for territorial development and job creation in the regions where they are produced, for facilitating coordination and synergies between projects and stakeholders, for giving value to the traditional know-how and bringing economic value added to products.

The Strategy and its Action Plan present a transition in the approach towards articulation of key result areas that are inter-dependent, and mutually reinforcing; that is, strategic issues of production & productivity, agri-business & agro-industries, agricultural markets, and sustainable environmental management.

Among various initiatives, the recent launch of the AfrIPI project funded by EU and implemented by EUIPO proposes to support the action plan of the Continental strategy, in complementary of other relevant projects such as PAMPIG and GI support fund.

Two years after the launch of the AfrIPI project, it is time to take stock of the situation and assess how the continental strategy has been a lever to spread innovative approaches in the field of GIs.

The current session will highlight innovative achievements of the AfrIPI projects in the field of GIs while the discussants will reflect on innovative approaches that are parallel to the AfrIPI project.

The session will bring together a wide range of actors in the field of GIs including researchers, public authorities, producers and their collective organizations, public authorities, and international organizations.

### **Objective of the session**

The main objective of this session is to provide a platform of key stakeholders involved in GI development in Africa, to discuss about opportunities and challenges experienced by countries, and to facilitate the identification of best practices from ongoing projects and synergies among stakeholders.

### Specific objectives:

- Be in complementarity with the other thematic sessions of the international conference.
- Address the specificity of GI development in Africa and facilitate coordination among actors,
- Highlight new approaches from past or ongoing projects on GIs in Africa;
- Introduce the publication of the AfrIPI GI manual

| Time  | Subject   | Moderator  |
|---|---|--|
| <b>Introductory remarks</b>   |   |  |
| 8.30-8.45   | Alexandra Mayr, EUIPO Representative, International Cooperation Development<br><br>Dr Simplicie Nouala Fonkou, Head of Agriculture and Food Security Division at the African Union  | Esther Huerta Garcia, Program Officer at the EUIPO |
| <b>Panel 1 Innovation in the field of the protection of GIs in Africa</b> |   |  |
| 8.45-9.15   | Diana Akullo, African Union<br><br>Sand Mba Kalu, Executive Director of the African International Trade Commerce and Research (AITCR), Nigeria<br><br>Monique Bagal, AfrIPI GI expert<br><br>Alessandra Narciso, Senior researcher, University of Rome  | Esther Huerta Garcia, Program Officer at the EUIPO |
| <b>Panel 2: Innovation in the field of governance of GIs</b>              |   |  |
| 9.15-9.35   | Achour Ziane, Mosbah, Président Association pour la valorisation et la protection de la dénomination "Datte Deglet Nour de Tolga" Biskra, Algérie<br><br>René Metomo, President of the Association IGP Poivre de Penja<br><br>Sibylle Slattery, Project Coordinator, Food and Nutrition Division (ESN), FAO | Esther Huerta Garcia, Program Officer at the EUIPO |
| <b>Panel 3: Innovation in the field of marketing and sustainability</b>   |   |  |
| 9.35-10.00  | Omar Bekkouche, Secrétaire Général Association des figuiculteurs de la commune de Beni Maouche Beni Mouache Wilaya de Bejaia, Algérie<br><br>Charlemagne Nindjin, Enseignant-Chercheur Université Nangui Agrogoua Abidjan, Côte d'Ivoire  | Esther Huerta Garcia, Program Officer at the EUIPO |

|             |   |   |
|-------------|---|---|
|             | <p>Suzanne Abeline Maboune Tetmoun, Chef du Laboratoire de Technologies Agroalimentaires (LTAA), Institut de Recherche Agricole pour le Développement (IRAD)<br/>Yaoundé, Cameroun</p> <p>Massimo Vittori, Executive Director, oriGIn</p> |   |
| 10.00-10.20 | <p>Discussion with all participants, including other contributors &amp; Wrap-up<br/>Monique Bagal, AfrIPI GI expert</p>   |   |
| 10.20-10.30 | Conclusion  | Alexandra Mayr, EUIPO representative, ICD |
| Pause-café  |   |   |