

AGENDA

Worldwide perspectives on
geographical indications



An International Conference for Researchers,
Policy Makers and Practitioners
Montpellier (France), 5-8 July 2022

Agenda - Tuesday 5 July 2022

>8.30-9.00

Welcome – Registration

>9.00-9.30

> Amphi Louis Malassis

Official Opening

Elisabeth Claverie de Saint-Martin (PDG Cirad) & Qu Dongyu (DG FAO)

>9.30-10.30

> Amphi Louis Malassis

Keynote Highlights

*Delphine Marie-Vivien (CIRAD), Florence Tartanac (FAO),
Erik Thévenod-Mottet (Swiss IPI) & Massimo Vittori (oriGIn)*

>10.30-11.00

Coffee break

> Grand Hall Bananier

>11.00-12.30

> Amphi Louis Malassis

Panel: Regional Overview

Moderators: M. Vittori (oriGIn) & N. Hirsig (Swiss IPI)

*Simplice Nouala Fonku (African Union), Latha Nair (K&S Partners, India), Klaus Blank (EU),
Marcelo Champredonde (INTA, Argentina) & Alexandra Grazioli (OMPI)*

>12.30-14.00

Lunch

> Grand Hall Bananier

>14.00-16.00

> Amphi Louis Malassis

A.1 Local Public Authorities & GIs

Moderators: F. Alampi & G. Belletti

Crescenzi Angela (Governance of the Tuscany Region for quality products and territories) • Feuer Hart (The economic blind spot of Geographical Indication in state-centered governance: Mikawa region agri-food products in Japan) • Ginèbre Pierre (Le développement des IG, une priorité stratégique pour la Région Occitanie Pyrénées Méditerranée) • Igoumenidou Vasiliki (Role of Region of Epirus at the certification of Kashkaval of Pindos as PGI) • Lindermayer Hannah (Governance of GIs and the role of regional and local public actors: Bavaria) • Nguyen Mai Huong (Protection of Geographical Indication in Vietnam: opportunities and challenges to achieve the sustainable food system) • Wirsig Alexander (Protection of fish from wild catch of Lake Constance)

>14.00-16.00

> Salle Badiane

B. International Mechanism for GI protection

Moderators: B. O'Connor & A. Moerland

Bernard-Mongin Claire (L'internationalisation des Indications Géographiques : de l'utilité d'une perspective d'analyse comparative multi-niveaux) • Blank Klaus (EU accession to the Geneva Act of the Lisbon Agreement on Appellations of Origin and Geographical Indications) • Fracarolli Guilherme (EU-Mercosur Trade Agreement: Geographical Indication agri-food products on the table) • Levy Alexandre (Articulation et gradation des régimes de protection issus des accords bilatéraux UE/Pays Tiers et du droit international public : un défi pour la protection internationale des IG) • Mazé Armelle (Geographical Indications in the turf wars of international trade agreements. A comparative and historical perspective) • Swart Marthane ('Rooibos' / 'Red Bush': the first African GI included in the EU Register) • Thévenod-Mottet Erik (A New World for Geographical Indications: The progressive extension of sui generis GI protection to contending territories)

>16.00-16.30

Coffee break

> Grand Hall Bananier

Agenda - Tuesday 5 July 2022 (cont'd)

>16.30-18.30 > Amphi Louis Malassis A.2 National Authorities & GIs Moderator: F. Tartanac <i>Gonomy Michel (Les IG dans l'espace OAPI) • Guerrero Paola (Promoción y protección de los productos de origen en países en desarrollo: el rol de estado) • Ilhan Özden (Geographical Indications in Turkey - The Current Status and Future Outlook) • Kalandadze Tengiz (The GI policy in Georgia) • Liel Uziahu (Israeli geographical indications - Unrealized potential that can be realized?) • Şimsek Nazlı / Altintas Nese (Geographical Indication Practices of the Ministry of Agriculture and Forestry in Turkey)</i>	>16.30-18.30 > Salle Badiane C.1 Nature of GIs: Key Concepts Moderators: A. Zappalaglio & V. Gimeno <i>Casabianca François (The limits of inclusion in Geographical Indications - Should we exclude any exclusion?) • Degla Estève (Pour une consécration de la notion de « produits igéables » en contexte africain : un moyen pour atteindre un but sans bruit) • Hughes Justin (Complexities in interesting New World producers in Old World GI customs) • Marie-Vivien Delphine (Geographical indications: protection of a name or a logo? A risky shift) • Monterescu Daniel (Border Wines: Terroir across Contested Territory in Central Europe and the Middle East) • Villota Rafael (Questioning the global diffusion of GI as a policy model: lessons from the implementation of Café de Galapagos GI (Ecuador))</i>
>19.30-21.30 > Maison des relations internationales, Montpellier city center Welcome Cocktail Tasting of local products.	

Agenda – Wednesday 6 July 2022

>8.30-10.30 > Amphi Malassis D.1 Governance of producers organisations, horizontal coordination, social capital, etc. Moderators: F. Guerrieri & T. Kanoute <i>Bardenhagen Christopher (Internal Structure and Equity of Collective Management Organizations for GIs in France) • Beh Lam's Kouakou Vincent (Communication ODG pagne baoulé Côte d'Ivoire) • Messaili Samir (Les effets d'une IG aux niveaux économique, social, environnemental, culturel. Témoignage autour du fromage Bouhezza, unique fromage affiné traditionnel d'Algérie) • Covarrubia Patricia (Geographical Indications and Collective Marks in South America: it's not all about the label. Cultural Factors and Social Network Theories) • Galeano Barrera Claudia Jazmin (Protected designation of original and its contribution to territorial agro-industrial development: the case of "Bocadillo veleño" in Colombia) • Neves Calmon Siqueira Branco Nina Paloma (Forces et faiblesses dans la gouvernance des Indications Géographiques (IG) à Bahia et des IG des Farines de Manioc du Brésil)</i>	>8.30-10.30 > Salle Badiane C.2 Nature of GIs: sui generis and other legal forms Moderators: A. Ginestet & A. Parra <i>Gimeno Beviá Vicente (La especialidad tradicional garantizada o la indicación geográfica protegida como esquemas de calidad para la tutela del jamón serrano) • Kirsten Johann (Politics, regulations, contestation, and self interest in the struggle to register Karoo Lamb as a GI in South Africa) • Kompari Katarina (GIs, Collective and Certification trade marks in EU - different regimes, choices and outcomes) • Moerland Anke (Protecting GIs through EU collective marks) • Musiza Charlene (An examination of the legal framework for origin-linked goods in Zimbabwe: Producer perspectives on legal protection for Chipinge coffee) • Zappalaglio Andrea (Silent GIs: What is at stake?)</i>
>8.30-10.30 > Salle Conseil  H. Africa Thematic session Moderator: E. Huerta Garcia (EUIPO) <u>8.30-8.45 - Introductory remarks</u> Dr Simplicie Nouala Fonkou (African Union); Alexandra Mayr (EUIPO) <u>8.45-9.15 - Panel 1 Innovation in the field of the protection of GIs in Africa</u> Diana Akullo (AfCFTA); Sand Mba Kalu (Nigeria); Monique Bagal (AfrIPI); Alessandra Narciso (University of Rome) <u>9.15-9.35 - Panel 2: Innovation in the field of governance of GIs</u> Mosbah Achour Ziane (Association pour la valorisation et la protection de la dénomination "Datte Deglet Nour de Tolga" Biskra, Algérie); René Metomo (Association IGP Poivre de Penja); Sibylle Slattery (FAO); Claire Cerdan (CIRAD) <u>9.35-10.00 - Panel 3: Innovation in the field of marketing and sustainability</u> Omar Bekkouche (Association des figuiculteurs de la commune de Beni Maouche Wilaya de Bejaia, Algérie); Charlemagne Nindjin (Université Nangui Agrogoua, Abidjan, Côte d'Ivoire); Suzanne Abeline Maboune Tetmoun (Institut de Recherche Agricole pour le Développement, Yaoundé, Cameroun); Massimo Vittori (oriGIN) <u>10.00-10.20 - Discussion with all participants, including other contributors & Wrap- up</u> Monique Bagal (AfrIPI) <u>10.20-10.30 - Conclusion</u> Alexandra Mayr (EUIPO)	

>10.30-11.00

Coffee break

> Grand Hall Bananier

Agenda – Wednesday 6 July 2022 (cont'd)

>11.00-12.30 > Amphi Louis Malassis D.2 Governance of value chain: actors, linkages, vertical coordination Moderators: J. Kimura & P. Damary <i>Dokuzlu Sertac (Challenges and Mediation of Collective Action in the Implementation of GIs: Turkish Experience) • Fournier Stéphane (Novel conditions or just new paths for re-territorialization through Geographical Indication: Case study of "Yamanashi wine" GI in Japan) • Kanoute Pape Tahirou (« Madd de Casamance », une IG pour répondre à de multiples enjeux de durabilité au Sénégal) • Muco Elda (Le rôle du capital social dans la mise en œuvre des IG-s : application dans un territoire albanais) • Vagneron Isabelle (Can a geographical indication help foster cooperation? Evidence from the Bolaven plateau (Lao PDR)) • Zivadinovic Tamara (Governance GIs systems in Serbia and Montenegro, with specific overview of Arilje raspberry protection)</i>	>11.00-12.30 > Salle Badiane C.3 Nature of GIs: heterogeneity and protection Moderators: F. Casabianca & D. Marie-Vivien <i>Ayu Palar Miranda Risang (A Model of Geographical Indication's Product Specification for ASEAN Member Countries) • Champredonde Marcelo (Variability in the conceptual bases of Geographical Indications products: causes, consequences, possible evolutions) • Crupi Maurizio (Innovating the link to origin: is there a difference between PDOs and PGIs?) • Nair Latha (An unequal world for GIs in the Domain Name System) • Pick Barbara (Empirical Investigation of Fraud and Unfair Competition Practices in France and Vietnam: Actors, Types and Drivers) • Svinartchuk Tatiana (Appellations of origin and geographical indications in the wine sector: historical overview of the evolution of these two notions, the role of the OIV as an intergovernmental organisation of the vitivinicultural sector)</i>
>12.30-14.00	Lunch > Grand Hall Bananier
>14.00-16.00 > Amphi Louis Malassis D.3 Governance of value chain: controls, evaluation and GI success factors Moderators: S. Fournier & L. Paglietti <i>Bacha Fadhila (Etat des lieux et analyse des dispositifs de labellisation par les signes distinctifs liés à l'origine (IG), dans les pays méditerranéens du Sud avec un focus sur la filière datte en Algérie) • Guerrieri Flavia (The control plan of agricultural and non-agricultural GIs: the Cinderella of collective action?) • Jorjadze Mariam (GI development experience in Georgia) • Kananian Mona (Managing Two Iranian GIs: A Case Study of Using the Swiss Intellectual Property Institute (IPI)'s GI Impact Evaluation Guide in Iran) • Lemia Chekir Thabet (La mise en œuvre sur le terrain d'une IG pour promouvoir le développement local : l'expérience tunisienne de la figue de Djebba) • Maccari Michele (Participatory Guarantee Systems (PGS): a tool to improve the effectiveness of Geographical Indications in short food supply chains; the case of Parma Bio-district)</i>	>14.00-16.00 > Salle Badiane E. Link to origin: environmental and climate change issues Moderators: C. Bernard-Mongin & D. Barjolle <i>Bekkouche Omar (IG Figues sèches de Beni Maouche) • Flutet Gilles (La problématique des indications géographiques face au changement climatique en France) • Gabellini Sara (GI Products Based on Agrobiodiversity Resources: Which Quality Signs?) • Haba Mory (IGP, Biosphère et Collectivités Locales, Enjeux et perspectives pour un développement durable : cas du Café Ziama-Macenta) • Salpina Dana (Climate change effects and the responses of the agri-food GI agents: Evidence from the Veneto Region (Italy)) • Touzard Jean-Marc (Les indications géographiques face au changement climatique : No future ou new morning? Enseignements des recherches sur les vignobles français.)</i>
>16.00-16.30	Coffee break > Grand Hall Bananier

Agenda – Wednesday 6 July 2022 (cont'd)

>16.30-18.00 > Amphi Louis Malassis G. GIs and consumers Moderators: D. Sautier & M. Champredonde <i>Kallas Zein (The impact of emotional storytelling on consumers' acceptance and purchasing intention of cheese and hazelnut with Protected Designation of Origin) • Mariot Roberta (Viability study on obtaining a geographical indication for designation of origin on salt lamb from the coastal peninsula of rio grande do sul, Brazil) • Menozzi Davide-Arfini Filippo (Choice drivers and willingness to pay for combined quality-labelled food: A cross-cultural comparison on PDO Cheese) • Rahmani Djamel (How COVID-19 affected consumers' preferences and attitudes toward foods with Protected Designation of Origin (PDO)) • Regolo Julie (AOP et AB : quelle disposition à payer des consommateurs pour la double labellisation ?) • Särkkä Marjo (Finnish consumer's awareness of EU food quality labels and labels of origin) • Tafani Caroline (Labellisation des produits de terroir et durabilité territoriale. Discussion à partir de l'exemple de la Corse)</i>	>16.30-18.00 > Salle Badiane F. Link to origin: traditional know-how or innovation? Moderators: C. Cerdan & P. Covarrubia <i>Bel Nadège (DOCaMEx : Capitaliser les Savoir-Faire) • Maboune Tetmoun Suzanne Abeline (Le cacao rouge du Cameroun : Contribution de la recherche scientifique à la caractérisation et la délimitation de la proposition d'Identification géographique protégée (IGP)) • Neves Calmon Siqueira Branco Nina Paloma (Défis de la délimitation territoriale dans l'enregistrement de l'Indication Géographique : le cas de la farine de manioc Copioba) • Parayil Chitra (Comparison between Geographical Indication red rice in India and Thailand: Regulations and practices) • Wiedersich Avena Astrid (GIs as the engine of traditional communities' rights) • Zinsli Matthew (The co-production of coffee terroir on the Galápagos Islands: Knowledge, power, and sustainability in a Latin American GI project)</i>
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>19.00-20.30 > Centre Rabelais, Montpellier city center Public Round Table Moderators InFaact Chair: S. Fournier (Institut Agro Montpellier), V. Olivier-Salvagnac (Ensai) & E. Thévenod-Mottet (Swiss IPI) <i>Myo Aye, coffee producer from Myanmar • Vincent Beh Lams, weaver of Pagne Baoulé in Ivory Coast • Yudy Paola Pineda Suárez, producer of Bocadillo Veleno in Colombia • Géraud Valadier, Président de la coopérative Jeune Montagne (AOP Laguiole)</i>

Agenda – Thursday 7 July 2022

>08.30-18.30 > Departure & return: Agropolis International Field visits Vins de pays d'Oc, Oignon doux des Cévennes & Taureau de Camargue

Agenda – Friday 8 July 2022

>8.30-10.30 > Amphi Malassis K.1 Different approaches to measure and improve GI sustainability Moderators: A. Marescotti & M. Linder <i>Arciprete Roberta (A collective marketing strategy to assess and manage the sustainability of Geographical Indications. The case of Parmigiano Reggiano PDO) • Belletti Giovanni (Building and adapting collective rules of Geographical Indication Products: the role of participative evaluation) • Datta Sayantani (Fostering Indian foodstuffs GIs for sustainable development) • Gil Jose Maria (Indicadores de Sostenibilidad de las DOP de aceite de oliva en Cataluña) • Guareschi Marianna (The role of GIs in public goods production and SDGs achievement: a methodological proposal) • Kimura Junko (The potential of Geographical Indications (GI) to enhance Sustainable Development Goals (SDG) in Japan, with GI Mishima potato as a case study) • Laborie Roussel Sylvaine, Chétaille Anne (Evaluation des interventions de l'Agence française de développement en faveur des Indications Géographiques) • Vandecandelaere Emilie (Sustainability strategy for GI; a bottom-up and participatory approach for GI sustainability)</i>	>8.30-10.30 > Salle Badiane I. GIs, tourism and gastronomy Moderators: F. Arfini & L. Piccin <i>• Braz Nidia (Mediterranean Diet: a multidisciplinary approach to develop a new territorial strategy) • Cobello Sandro Marcelo (Desarrollo del cultivo de la alcachofa en São Roque-SP Brasil por medio del consumo local, turismo rural y gastronomico) • Höhn Gero Laurenz (The Effect of Delimited Geographical Indication Areas on Retail Prices: A European Study) • Medeiros Mirna (Indicaciones geográficas e incremento del turismo: experiencias brasileñas en los sectores de vino y café) • Narayanan Lalitha (A SWOT Analysis of the GI Registered Agricultural Products from India - Evidence from Select Case Studies) • Narciso Alessandra (The volcanic effects of PDOs wines in Cabo Verde. A sustainable approach) • Tartanac Florence (Nutrition and health potentials of GIs; the way forward)</i>
>8.30-10.30 > Salle Conseil  IGE IPI L. GIs: recognizing an IP right is not the end of the story Moderators: E. Thévenod-Mottet & A. Grazioli <i>• Achour Ziane Mosbah (Démarches pour l'indication géographique "Datte Deglet Nour de Tolga"- Algérie) • Barbosa Patrícia (From Região da Mantiqueira de Minas Gerais IP to Mantiqueira de Minas DO: a case study of a change in a type of Brazilian geographical indication) • Mayr Alexandra (Strengthening GI systems worldwide: EU funded projects implemented by EUIPO) Pedelahore Philippe (Sélectionner les produits à enregistrer en Indication Géographique : démarches mobilisées et résultats obtenus pour quatre pays africains) • Takahashi Naoko (The scope for developmental dynamism after Geographical Indication specification: The case of Japanese kaki)</i>	

>10.30-11.00

Coffee break

> Grand Hall Bananier

Agenda – Friday 8 July 2022 (cont'd)

>11.00-12.30 > Amphi Louis Malassis K.2 The variety of GI contributions to sustainability Moderators: E. Vandecandelaere & B. Pick • Atle When Hegnes (<i>The Sustainable Turn and Norwegian GIs</i>) • Guararrama Omar (<i>Principales discursos alrededor de las IGs en España: implicaciones para el diseño de políticas públicas</i>) • Guibert Cécile (<i>La réinvention du terroir par la mise en discours de la durabilité dans les filières élevage sous Indication Géographique</i>) • Rabasa Ignacio (<i>Sostenibilidad de las indicaciones geográficas protegidas del sector agroalimentario: marco europeo</i>) • Teyssier Catherine (<i>Le cahier des charges d'une IG peut-il être mobilisé pour contribuer à la durabilité environnementale ? Cas du partenariat entre parc naturel marin de l'estuaire de la Gironde et de la mer des Pertuis et le Groupement Qualité « Huîtres Marennes Oléron »</i>) • Tillard Guylène (<i>Comment le questionnement des trajectoires collectives des IG peut participer à la formalisation d'un projet sur la durabilité, en respectant la diversité des AOP laitières ?</i>)	>11.00-12.30 > Salle Badiane J. Which markets for GI products? Moderators: A. Carimentrand & S. Slattery Aye Myo (<i>The potential of Geographical Indications for single origin and specialty coffee in Myanmar</i>) • Brilhante Silva Joselito (<i>Desarrollo territorial: la economía creativa en las regiones con indicación geográfica para el vino</i>) • Carimentrand Aurélie (<i>Les labels de commerce équitable et les indications géographiques: complémentarité ou suppléantarité ?</i>) • Jakob Rackl (<i>Geographical Indications and International Trade - A Theoretical Perspective</i>) • Steinegger Sarah (<i>Geographical Indications: Commons Dimensions as an Indication for Sustainable Regional Development?</i>) • Sugiri Ranggalawe Suryasadin (<i>The Challenges and Impacts of Utilization of Geographical Indication to Indonesia Coffee Farmers and Industry</i>)
>12.30-14.00	Lunch > Grand Hall Bananier
>14.00-16.30 > Amphi Louis Malassis Plenary: Towards Recommendations Moderators: D. Marie-Vivien, M. Ayu, E. Vandecandelaere, & M. Gonomy 14.00-14.30: Feedback from field visits: quiz 14.30-15.45: Highlights and recommendations from each session by rapporteurs 15.45-16.30: Discussions on recommendations by all participants 16.30: Thanks and closing of the Conference	
>19.30-24.00 > Domaine du Grand Puy Closing Gala With traditional dancing party <i>Transport by tramway from City Center: departure at 19h at tramway stop "Comédie"</i> <i>Transport by bus from Agropolis, departure at 19h in front of Agropolis international</i>	

Venues

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Conference:

Agropolis International, 1000 Av. Agropolis, 34394 Montpellier. Campus de La Valette.

Access:

1) Line 1 (tramway) - stop "Université des Sciences et des Lettres"

2) Bus A or B - stop "Agropolis".

Welcome Cocktail, Montpellier city centre:

Maison des relations internationales, 14 rue Descente en Barrat, 34000 Montpellier

Access: Tramway: ligne 1 station Corum, Parking : Le Corum

Public round-table, Montpellier City centre:

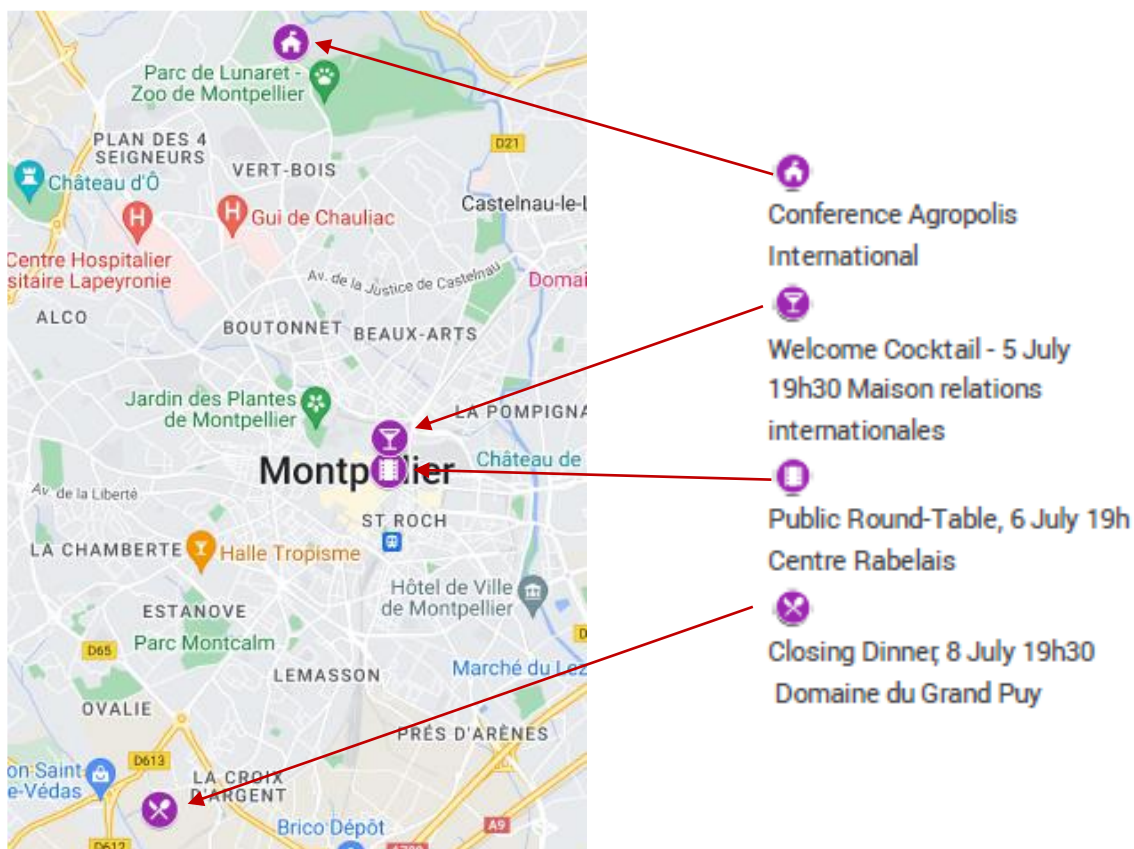
Centre Rabelais, 27 boulevard Sarraïl, 34000 Montpellier

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Closing Dinner:

Domaine du Grand Puy, 411, rue du Mas Nouguier, 34070 Montpellier

Access: Tramway ligne 2, stop Sabines, followed by 8 minutes by walk, parking on site

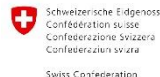


Partners

Members of the Organising Committee

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