



oriGIn

Organization for an International  
Geographical Indications Network

**10-11 October 2024**  
**oriGIn's Office, Geneva**

# **2024 oriGIn Geographical Indications Expert meeting**

Latest developments, challenges, and strategies for  
effective GI protection and enforcement.

**With the support of:**



oriGIn Headquarters  
Octagon Building, 2 chemin du Pavillon  
1218, Le Grand Saconnex, Geneva

# PROGRAM

Thursday, 10 October

Auditorium, Ground Floor, Octagon Building.

14.00-15.45

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Topic i: Global challenges in trademark applications in conflict with GIs.

Moderator: Mr. Massimo Vittori, Managing Director, oriGIn, Switzerland.

Speakers:

- Ms. Ginevra Righini, Partner, DLA Piper, Italy.
- Ms. Diane de Valbray, Lawyer, Jacobacci Avocats, France.
- Ms. Amandine Duthilleul, Director, Intellectual Property & GI Cognac Protection Department, Bureau National Interprofessionnel Du Cognac (BNIC), France.
- Mr. Paul Ranjard, Partner, Wan Hui Da, China.
- Mr. Rajendra Kumar, Founder, RKR & Partners, India.
- Mr. Fabrice Mattei, Patent Attorney, Global Head of the Patent Group and Principal, Rouse, Thailand.

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15.45-16.00 Coffee break

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16.00-17.30

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Topic ii: GIs in the Lisbon System and FTAs: Case law & issues related to registration and enforcement.

Moderator: Mr. Erik Thevenod-Mottet, Advisor for GIs, Swiss Federal Institute of Intellectual Property (IPI), Switzerland.

Speakers:

- Ms. Alexandra Grazioli, Director, Lisbon Registry, World Intellectual Property Organization (WIPO), Switzerland.
- Ms. Nathalie Nathon, International Relations Officer and GIs coordinator, European Commission (DG AGRI), Belgium.
- Mr. John Clarke, Fellow, University of Maastricht, Fellow of the Royal Asiatic Society, and Special Adviser on trade, FIPRA. Former EU trade negotiator and head of EU Delegation to the WTO and UN in Geneva, Belgium.
- Ms. Dina Wehbe, IP Specialist/GI Expert, IPotencia, Switzerland.
- Mr. Marius Schneider, Partner, IPvocate Africa, Mauritius.

17.30-19.15

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Topic iii: Challenges related to GI registrations and changes in product's specifications.

Moderator: Mr. Massimo Vittori, Managing Director, oriGIn, Switzerland.

Speakers:

- Mr. Pablo Regalado, Head of Geographical Indications Division, National Institute of Industrial Property (INPI), Brazil (*Online*).
- Mr. Mauricio Jalife Daher, Founding Partner, Jalife Caballero, Mexico (*Online*).
- Mr. Nicolas Guyot, Deputy Head Legal Services IPRs (*Online*), and Mr. Erik Thevenod-Mottet, Advisor for GIs, Swiss Federal Institute of Intellectual Property (IPI), Switzerland.
- Ms. Astrid Wiedersich Avena, Attorney at Law, De Tullio & Partners, Italy.
- Mr. Philippe Viera, Legal Counsel, Federation of the Swiss Watch Industry FH, Switzerland.
- Mr. Lalit Ambastha, Founder, Reinforce Intellectual Property Association (RIPA), India.

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19.15-21.00 – Welcome speech by oriGIn & Partners and Cocktail

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Friday, 11 October

Auditorium, Ground Floor, Octagon Building.

08.15-09.30

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Topic iv: Protection of GIs when used as ingredients.

Moderator: TBC

Speakers:

- Mr. Nicolas Clarembeaux, Counsel, Altius, Belgium.
- Mr. Alessandro Sciarra, European Trademark Attorney, Bird & Bird, Italy.
- Ms. Caroline Casalonga, Partner, CASALONGA, France.
- Mr. Mario Pomares Caballero, Managing Partner, Berenguer & Pomares, Spain and Mr. Fernando Cano Treviño, European Representative & Spokesperson, Consejo Regulador del Tequila (CRT).

09.30-11.00

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Topic v: “Evocation” in the EU and beyond.

Moderator: Mr. Federico Desimoni, Director, Consorzio Tutela Aceto Balsamico di Modena, Italy.

Speakers:

- Mr. Paolo Veronesi, European Trademark and Design Attorney, Società Italiana Brevetti (SIB), Italy.

- Mr. Niklas Fels, Counsel and Mr. Joseph Fesenmair, Lawyer, Bird & Bird, Germany.
- Ms. Giulia Belinci, Legal Advisor, Comité Champagne, France.
- Mr. Alan Park, Director, Legal Affairs, Scotch Whisky Association (SWA), United Kingdom.
- Ms. Zeinab Ghafouri, Project Manager, Swiss Federal Institute of Intellectual Property (IPI), Switzerland.
- Mr. Ashish Kanta Singh, Associate, K&S Partners, India (*Online*).

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#### 11.00-11.15 Coffee break

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#### 11.15-12.30

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##### Topic vi: Collective GI organizations, competition law and economic impact.

Moderator: Mr. Massimo Vittori, Managing Director, oriGIn, Switzerland.

Speakers:

- Mr. Théodore Georgopoulos, Professor, University of Reims and Head of the Wine, Spirits & Terroirs Department, CASALONGA, France.
- Mr. Alessandro Chiarini, Head, Legal Affairs, Consorzio di tutela del formaggio Grana Padano, Italy.
- Mr. Gianluigi Ligasacchi, Chief, International Affairs, Istituto Salumi Italiani Tutelati (ISIT), Italy.
- Mr. Jorge Chavarro, Senior Partner, Cavelier Abogados and Representative, Asociación Interamericana de Propiedad Intelectual (ASIPI), Colombia.

#### 12.30-13.45

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##### Topic vii: Latest challenges in protecting GIs online.

Moderator: Ms. Zeinab Ghafouri, Project Manager, Swiss Federal Institute of Intellectual Property (IPI), Switzerland.

Speakers:

- Ms. Marie-Anne Humbert-Genand, Head of the Legal Department, Comité Champagne (CIVC), France.
- Mr. Lamberto Coppa, Chief Executive Officer and Ms. Roberta Sala, Chief Protection Officer, GriffShield, Italy.
- Ms. Ivette Paulovics, Founder, Ivett Paulovics Law Firm, Italy.
- Mr. Stefano Vaccari, Director General and Mr. Domenico Vona, Public Officer, Central inspectorate for quality protection and fraud repression (ICQRF), Italy's Ministry of Agriculture, Food Sovereignty and Forests, Italy.
- Ms. Chiara Accornero, Legal Officer, IP Disputes Section, Arbitration and Mediation Center, World Intellectual Property Organization (WIPO), Switzerland.