



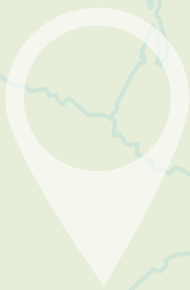
European
Commission



Strengthening geographical indications

ONLINE CONFERENCE
Brussels, 25 - 26 November 2020

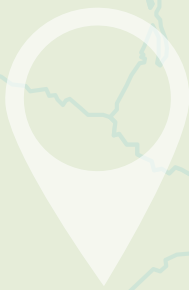
AGENDA



DAY 1 • 25 NOVEMBER 2020

09:15-10:15	WELCOME Master of Ceremony: Mr Brian Maguire SESSION 1 - OPENING PLENARY Opening speeches: Mr Janusz Wojciechowski , European Commissioner for Agriculture Mr Hans-Joachim Fuchtel , German Presidency, Parliamentary State Secretary, Federal Ministry of Food and Agriculture Ms Irène Tolleret , Member of European Parliament, co-chair Intergroup on “Wine, spirits and quality foodstuff” Launch of Glview: Mr Wolfgang Bartscher , Director General for Agriculture and Rural Development, European Commission Mr Christian Archangeau , Executive Director EUIPO Keynote address: Mr Dev Gangjee , Professor, Oxford University
10:15-10:30	<i>Coffee break – Virtual networking break</i>
10:30-10:45	SESSION 2, panel 1 – Controls & enforcement 1: Domain Name System (DNS) and internet Moderator: Mr Miguel Ángel Medina , Associate Partner Trademark Department Elzaburu Speakers: Ms Irene Calboli , Professor of Law Texas A&M University School of Law, Fort Worth Ms Ivett Paulovics , Partner, Fasano Paulovics Società tra Avvocati Mr Jorge Novais Goncalves , Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission Panel followed by Q&A
10:30-11:30	SESSION 2, panel 2 – Sustainability 1: issues Moderator: Mr Massimo Vittori , Managing Director, oriGIn Speakers: Mr Filippo Arfini , University of Parma, Department of Economics science and Management Mr David Brazzil , Secretary General, National Council of the Wine Communities (NCWC) Panel followed by Q&A
10:30-11:30	SESSION 2, panel 3 – Non-agricultural GIs 1: issues Moderator: Mr Harrie Temmink , Deputy Head of Unit Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission Speakers: Mr Andrea Zappalaglio , Director at Max Planck Institute, Lecturer in Intellectual Property Law at the UK University of Sheffield Mr Bernard O’Connor , Resident Partner Brussels. Professor State University Milan Ms Anke Moerland, Associate Professor of Intellectual Property Law, Maastricht University Panel followed by Q&A

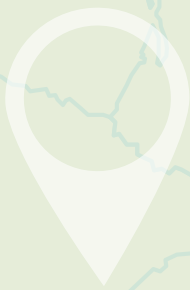




DAY 1 • 25 NOVEMBER 2020

10:30-11:30	SESSION 2, panel 4 – Increasing attractiveness of GIs 1: issues Moderator: Ms Magdalena Glodek , Head of Unit, GIs Department of Promotion and Food Quality - Ministry of Agriculture and Rural Development Speakers: Mr Péter Gál , Head of Department for Wine and Horticulture, Ministry of Agriculture - Hungary Mr Jesús Mora Cayetano , Conferencia Española de Consejos Reguladores Vitivinícolas – CECRV Ms Chiara Cecchetto , Promotion and Project Management Office. Consorzio Tutela Lambrusco di Modena Panel followed by Q&A
11:30-11:45	<i>Coffee break – Virtual networking break</i>
11:45-12:45	SESSION 3, panel 1 – Controls & enforcement 2: policy issues Moderator: Ms Pilar Montero , Professor and Director of the Magister Lvcentinvs. Master in Intellectual Property and Digital Innovation University of Alicante Speakers: Mr Alan Park , Director of Legal Affairs, The Scotch Whisky Association Mr Bartolomeo Filadelfia , from Italian Ministry of Agriculture Ms Nicole Semjevski , EUIPO – European Observatory on Infringements of IP (Observatory) Panel followed by Q&A
11:45-12:45	SESSION 3, panel 2 – IP protection of GIs 1: case law developments Moderator: Mr Dimitris Botis , Deputy Director for Legal Affairs, International Cooperation and Legal Affairs Department, EUIPO Speakers: Mr Marko Ilešič , Judge, European Court of Justice Mr Benjamin Fontaine , Chair ECTA, EUIPO-Link committee Mr Dev Gangjee , Professor of Intellectual Property Law, University of Oxford Panel followed by Q&A
11:45-12:45	SESSION 3, panel 3 – Empowering producer groups 1: issues Moderator: Mr Christian Jochum , Agricultural marketing and special crops, Austrian Chamber of Agriculture Speakers: Mr Riccardo Deserti , Director of Consorzio del Formaggio Parmigiano Reggiano Mr Lionel Lalagüe , Director of Public and International Affairs, Bureau National Interprofessionnel du Cognac Panel followed by Q&A
11:45-12:45	SESSION 3, panel 4 – The global dimension of GIs Moderator: Mr John Clarke , Director International Directorate, Directorate General for Agriculture and Rural Development, European Commission Speakers: Mr Álvaro García Alcázar , Team Leader EU-Funded Projects, International Cooperation and Legal Affairs Department, EUIPO Ms Delphine Marie-Vivien , Researcher in Intellectual Property/Geographical Indications and Food Law, Deputy Director UMR Innovation , Agricultural Research for Development (CIRAD) Ms Magui Nnoko , Counsellor and Project Coordinator, Organisation Africaine de la Propriété Intellectuelle (OAPI) Ms Marthane Swart , Representative of Rooibos Council of South Africa Panel followed by Q&A
12:45-13:00	Concluding remarks by Master of Ceremony: Mr Brian Maguire

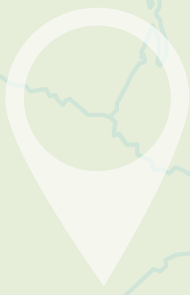




DAY 2 • 26 NOVEMBER 2020

09:15 -09:30	WELCOME Master of Ceremony: Mr Brian Maguire
9:30-10:30	SESSION 4, panel 1 – Controls and enforcement 3: PDO and PGI logos use Moderator: Mr Marcus Höpperger , Director, Law and Legislative Advice Division Brands and Designs Sector, World Intellectual Property Organization (WIPO) Speakers: Mr Matthew Gorton , Professor in Marketing, Newcastle University Co-ordinator of the H2020 Strength2Food Project Mr Eric Tesson , Director, Confédération nationale des appellations d'origine contrôlée (CNAOC) Panel followed by Q&
9:30-10:30	SESSION 4, panel 2 – Sustainability 2: stakeholder debate Moderator: Mr Massimo Vittori , Managing Director, oriGIn Stakeholder debate: active session from the floor
9:30-10:30	SESSION 4, panel 3 – IP protection of GIs 2: issues Moderator: Mr Gordon Humphreys , Chairperson Board of Appeal, EUIPO Speakers: Ms Paola Ruggiero , ECTA Head of GI committee Mr Simone Calzi , Head of the Legal Office - Consorzio del Prosciutto di Parma Mr Stefan Martin , Member Board of Appeal, EUIPO Panel followed by Q&A
9:30-10:30	SESSION 4, panel 4 – Modernisation and simplification: 'REFIT' Moderator: Mr Francis Fay , Head of Unit Directorate General for Agriculture and Rural Development, European Commission Speakers: Ms Alexandra Manole , Policy Officer, Horizontal Coordination on Better Regulation issues, Secretariat General European Commission Mr Bernard O'Connor , Resident Partner Brussels. Professor State University Milan Panel followed by Q&A
10.30 -10:45	<i>Coffee break – Virtual networking break</i>





DAY 2 • 26 NOVEMBER 2020

10:45 -11:45	SESSION 5, PANEL 1– CONTROLS AND ENFORCEMENT 4: STAKEHOLDER DEBATE
	Moderator: Ms Pilar Montero , Professor and Director of the Magister Lvcentinvs. Master in Intellectual Property and Digital Innovation University of Alicante Stakeholder debate: active session from the floor
10:45 -11:45	SESSION 5, panel 2 – Empowering producer groups 2: stakeholder debate
	Moderator: Mr Christian Jochum , Copa-Cogeca Stakeholder debate: active session from the floor
10:45 -11:45	SESSION 5, panel 3 – Increasing attractiveness of GIs 2: stakeholder debate
	Moderator: Ms Magdalena Glodek , Head of Unit, GIs Department of Promotion and Food Quality - Ministry of Agriculture and Rural Development Stakeholder debate: active session from the floor
11:45 -13:00	SESSION 6 / CLOSING PLENARY
	Master of Ceremony: Mr Brian Maguire Mr Laurent Gomez , Secretary General Arepo Ms Anette Rasmussen , President ECTA Mr Massimo Vittori , Director General OriGIn Mr Andrea Di Carlo , Deputy Director EUIPO Ms María Ángelez Benítez Salas , Deputy Director-General for Agriculture and Rural Development, European Commission

