



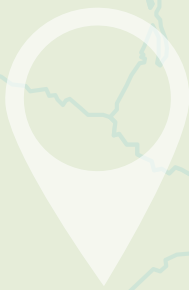
European
Commission



Strengthening geographical indications

ONLINE CONFERENCE
Brussels, 25 - 26 November 2020

BIOGRAPHIES OF SPEAKERS

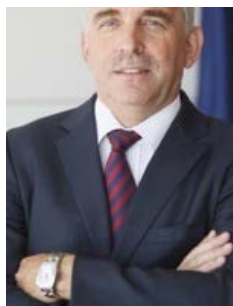


BIOGRAPHIES OF SPEAKERS

Christian Archambeau

Executive Director

EUIPO • Spain



Christian Archambeau is Executive Director of the European Union Intellectual Property Office (EUIPO) since 1 October 2018. He has been part of the Office's top management team since 1 December 2010, when he was appointed as Deputy Executive Director by the Council of the European Union.

Native of Belgium, he graduated from the Université libre de Bruxelles as a civil engineer and worked in construction in the Middle East before moving to the European Space Agency in facility management. Prior to joining the EUIPO, he held a number of senior positions in the European Patent Office in infrastructure, administration and human resources.

Filippo Arfini

Full Professor University of Parma

Department of Economic and Management Science, University of Parma • Italy



Filippo Arfini (1960) holds MSc in Agricultural Science from University of Bologna and PhD degree from University of Trento in Italy. Full Professor in Agri-food Economics at Department of Economics and Management Science of University of Parma. His major research topics concern rural development, economics of Food Quality Schemes and the assessment of agricultural policies at farm and regional scale. He is Deputy of the H2020 Project strength2food.

He has supervised over 100 EU projects and has participated in several FP6-FP7 research projects sitting in their management/advisory board or and as group leader.

María de los Ángeles Benítez

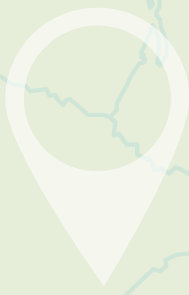
Deputy Director General

European Commission • Belgium



Ms María de los Ángeles Benítez Salas has worked as Deputy Director General in Directorate General for Agriculture and Rural Development since 16 March 2016. She is in charge of three directorates responsible for International, Quality, Research and Innovation, Outreach, Strategy, Simplification and Policy Analysis.

A Spanish national, Ms Benítez Salas joined the European Commission in 1986 as Member of the Cabinet of Commissioner Abel Matutes, responsible for SME policy, and subsequently External Relations. After a stint at the EU Delegation in Buenos Aires, she first became Head of Unit in 1998 and was a Director in DG AGRI between 2006 and 2013. Her previous position was Deputy Head of European Political Strategy Centre, the European Commission's in house think-tank.



BIOGRAPHIES OF SPEAKERS

David Brazsil

Secretary General

National Council of Wine Communities • Hungary



During his graduate studies he focused on viticulture and oenology and their economic aspects. His doctoral thesis also concerned the subject of rural development of the Hungarian wine regions.

From 2009-2013 he worked at the National Council of Wine Communities in charge of the CMO wine and international relations. His Hungarian job has allowed him to continue his activity at European level: He was wine and spirits policy advisor at Copa-Cogeca for two years (2014-2016).

Since 2016, David is secretary general of the National Council of Wine Communities. Their interprofessional organization represents all the Hungarian wine regions and their grape and wine producers. In my private life he owns a family vineyard in the Balaton region.

Wolfgang Burtscher

Director-General

DG AGRI - European Commission • Belgium



Wolfgang Burtscher has been Director-General (DG) of Directorate General for Agriculture and Rural Development since April 2020. From 2009 to 2020, he was Deputy Director General of Directorate General Research and Innovation (responsible for i.a. agriculture, food and health). From 2000 to 2009, he was Director in DG AGRI (responsible for i.a. legal issues, quality policy and the control of agricultural expenditure). Before 2000, he was representative of the Länder at the Austrian Permanent Representation to the EU.

Irene Calboli

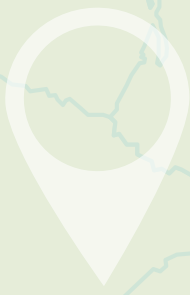
Professor of Law

Texas A&M University School of Law • United States



Irene Calboli is Professor of Law at Texas A&M University School of Law, Academic Fellow at the School of Law, University of Geneva, Fellow at Melbourne Law School, and Transatlantic Technology Law Fellow at Stanford University. She held visiting position in several universities in North America, Europe, and Asia and in 2018 was a Fulbright Specialist Scholar in Cambodia. Irene's research focus on IP, International Trade, and Cultural Heritage Law.

Her most recent books include: EXHAUSTING INTELLECTUAL PROPERTY RIGHT: A COMPARATIVE LAW AND POLICY ANALYSIS (Cambridge University Press, 2018, with S. Ghosh); THE PROTECTION OF NON TRADITIONAL TRADEMARKS: CRITICAL PERSPECTIVES (Oxford University Press, 2018, with M. Senftleben); and THE CAMBRIDGE HANDBOOK OF COMPARATIVE AND



BIOGRAPHIES OF SPEAKERS

INTERNATIONAL TRADEMARK LAW (Cambridge University Press, 2020, with Jane c. Ginsburg). She is a member of the Editorial Board of the Queen Mary Journal of Intellectual Property, the Journal of Intellectual Property Law and Practice (Oxford), and the WIPO-WTO Colloquium Papers.

Irene is elected member of the American Law Institute and serves in leadership positions in a variety of professional organizations, including the International Law Association (American Branch); the Board of the European Policy for Intellectual Property Law Association; the International Trademark Association, and Association of American Law Schools (AALS).

She also regularly acts as an expert for national governments and international organizations and she has conducted missions for the World Intellectual Property Organization, the EU Intellectual Property Office and Commission, and several national IP offices.

Simone Calzi

Head of legal office

Consorzio del Prosciutto di Parma • Italy



Simone is Head of Legal Office at the Consorzio del Prosciutto di Parma, the Association of Parma Ham producers. He is responsible for the Parma Ham protection all over the world, especially referring to the markets where the product is sold. The enforcement activity focus mostly on PDO infringements, trademarks registration and oppositions. He coordinates the surveillance activity done by Parma Ham inspectors also together with Official Public Authorities. Simone is specialized in labelling rules required by EU and Third Countries. He also deals with Parma Ham exportation in third countries, giving assistance to companies on the rules and the certifications needed. Because of his position, his diplomatic activity regards relations with the Italian Government Ministries (Ministries of Agriculture mostly), Embassies, UE Commission, foreign Govern Authorities, GIs Organisations (ORIGIN).

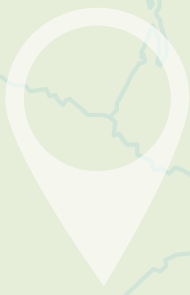
Chiara Cecchetto

Promotion & Project Management Office

CONSORZIO TUTELA LAMBRUSCO DI MODENA • Italy



Graduated in international economics, she started working for an intern governmental organisation, dealing with EU funded projects during the EU enlargement phase. Very soon, increasing interest for food&wine sector as well as for agricultural policy issues gave her the chance to work for the University of Bologna, Agricultural Economics Unit. After a few years in the R&D business consulting, she is now Head of the Promotion and Project Management Office of Consorzio Lambrusco di Modena, as well as for other consortia gathering wine producers of Emilia Romagna Region.



BIOGRAPHIES OF SPEAKERS

Riccardo Deserti

General Manager

CONSORZIO FORMAGGIO PARMIGIANO REGGIANO • Italy



Degree in Agricultural Sciences in 1991, from 1992 has worked at the Nomisma SpA, a primary Italian economic research institute, based in Bologna. From 2002 to 2006 he held the position of CEO of the Company Nomisma SpA. From 2006 to 2012 he worked at the Ministry of Agriculture Food and Forestry Policies, covering, among others, the position of Chief of the Technical Secretariat and General Manager of the Direction of quality products and GI's. Since 2012 he is Director of the Consorzio del Formaggio Parmigiano Reggiano.

Andrea di Carlo

Deputy Executive Director

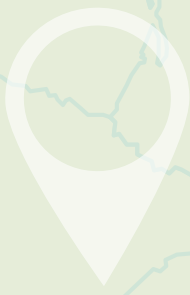
EUIPO • Spain



Andrea Di Carlo, an Italian national, was appointed as Deputy Executive Director of the European Union Intellectual Property Office by the Council of the European Union in 2019. Previously, he was part of the Office's management team leading different EUIPO functional areas such as institutional and external relations, international cooperation, enforcement related activities and customer services.

Mr Di Carlo has contributed to the design and implementation of several successful initiatives undertaken by the Office in recent years such as the full digitalisation of the services offered to EUIPO users, the reshaping of the collaboration with national and regional IP offices of the EU through the Cooperation Fund and the Convergence Programme, the deployment of EU funded projects to enhance IP protection in third countries, and the establishment and development of the European Observatory on Infringements of Intellectual Property Rights.

Mr Di Carlo is a graduate in Law from Perugia University and holds an LLM in IP Law and a Master in Business Administration.



BIOGRAPHIES OF SPEAKERS

Bartolomeo Filadelfia

Official and Resident Twinning Adviser

Ministry of agricultural food and forestry policies of Italy - ICQRF Department • Italy



Inspector and Official at the Ministry of Agriculture food and forestry policies of Italy - ICQRF Department since 2003 working on PDO, PGI ORGANIC FARMING, WINE SECTOR issues.

Coordinator and Tutor for BTSF on PDO and PGI wines controls, PGI spirit drinks controls and on Market Controls on PDO and PGI products (contract 2015 96 02) Short Term Expert for many Taiex missions and workshops (from 2016 till 2019) and Resident Twinning Advisor in Georgia since 1st February 2019 for the Twinning project «GE 16 ENI EC 03 18 - Establishing Efficient Protection and Control System of Geographical Indications (GIs)» Bachelor in Agricultural Science and 2nd level master's degree (LLM) in Food Law. Currently taking a second Bachelor in Law.

Benjamin Fontaine

IP attorney

ECTA • Spain



Benjamin Fontaine is a registered Intellectual Property attorney since 2003 (CNCPI, France) and a solicitor admitted to the Alicante Bar (Spain) since 2005. He is also a UDRP panelist since 2019.

He is currently the Chair of the EUIPO-Link Committee of ECTA (European Communities Trademark Association), and a former chair of the Geographical Indications Committee of this association.

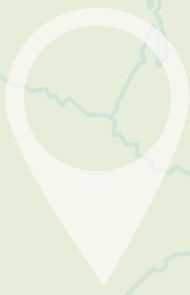
Hans-Joachim Fuchtel

Parliamentary State Secretary

Federal Ministry of Food and Agriculture • Germany



Hans-Joachim Fuchtel has been Parliamentary State Secretary to the Federal Minister of Food and Agriculture since March 2018. Following his studies of law and economics, he worked in the senior civil service of the federal state of Baden Württemberg. He has been a member of the German Bundestag since 1987. He served as Parliamentary State Secretary to the Federal Minister of Labour and Social Affairs from 2009 to 2013 and as Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development from 2013 to 2018.



BIOGRAPHIES OF SPEAKERS

Péter Gál

Head of department

Ministry of Agriculture • Hungary



He has been working with GIs in the Ministry of Agriculture of Hungary for six years now. He is in charge with the ministry's initiative to increase the number of Hungarian GIs and to make a better use of the potential of GIs.

He has a PhD in agricultural economics (his thesis is about the factors of wine prices in particular GIs).

Dev Gangjee

Professor

University of Oxford • United Kingdom



Professor of Intellectual Property Law at the University of Oxford, specialising in trade marks and geographical indications.

Álvaro García Alcazar

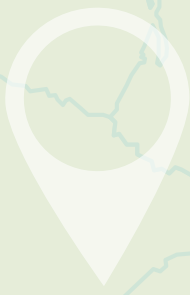
EUIPO - Team Leader EU-funded projects

EUIPO • Spain



Álvaro García works as Team Leader for the European Union Intellectual Property Office (EUIPO) in the International Cooperation and Legal Affairs Department. He joined the EUIPO in 2012.

Until 2017, he managed cooperation projects in Southeast Asia and India. He currently leads the EU-funded team, where his responsibilities include supervising the implementation of the external actions administered by the EUIPO on behalf of the European Commission in China, the Caribbean, Latin America, Africa, Georgia and ASEAN.



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From 2001 to 2008, he worked in the private sector developing renewable energy projects in Germany and as a project manager in Luxembourg and London.

From 2008 to 2012, Mr García worked for the European Commission (DEVCO) in EU delegations and Brussels initiating and implementing cooperation projects.

Alvaro García is a national of Spain, an UJI graduate in Administration and Business Management and holds a MBA in international commerce. He has extensive experience in the formulation and management of development cooperation programs.

Laurent Gomez

General Secretary

AREPO • France



He is the Secretary General of AREPO, the Association of European Regions for Products of Origin since 2008. He lives in France, in the heart of Bordeaux vineyards. He earned a Master in Local Development and a second in Sustainable Development. From 1998 to 2007, he worked for the Chamber of Agriculture of Aquitaine, operating for the development of products of origin. In 2003, he wrote the AREPO's statute and he led the board of producers. In 2007, he served as policy officer for food in the Regional Council of Pays de la Loire, the first French region in the agro-food sector. From 2008 to 2020, he also serves as policy officer for quality and origin in the Regional Council of Aquitaine. He supports and sustains the development of products of origin and quality foodstuffs. Since April, 2020, he serves as technical adviser on agriculture and food of

the President of the Regional Council of New-Aquitaine. her with a group of MEPs - she initiated the recently established inquiry committee on Animal Transport.

Matthew Gorton

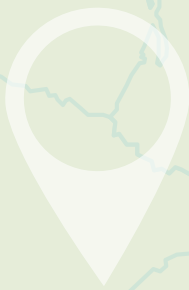
Professor

Newcastle University • United Kingdom



Matthew Gorton is a professor in marketing at Newcastle University Business School, with a background in agri-food marketing and rural development. He co-ordinates the H2020 Strength2Food project and has an interest in developing markets for quality foods and sustainable food consumption. The Strength2Food project has evaluated the economic, social and environmental impacts of selected GIs in Europe, Thailand and Vietnam, as well as studying their effect on consumer behaviour. He is an associate editor of the Journal of Agricultural Economics and has published in a range of journals including: Food Policy, World Development, Journal of Rural Studies, Journal of Advertising, Appetite and the Journal of Business Research. He has undertaken work for the European Commission, FAO, OECD and the World Bank, analysing food supply

chains and adoption of the Common Agricultural Policy in the then new Member States of Central and Eastern Europe. He is also deputy director of the National Innovation Centre for Rural Enterprise.



BIOGRAPHIES OF SPEAKERS

Marko Ilešič

Judge, president of chamber

Court of Justice of the European Union • Luxembourg



Doctor of Law (University of Ljubljana); specialism in comparative law (Universities of Strasbourg and Coimbra); judicial service examination; Professor of Civil, Commercial and Private International Law; Vice-Dean (1995-2001) and Dean (2001-04) of the Faculty of Law at the University of Ljubljana; author of numerous legal publications; Honorary Judge and President of Chamber at the Labour Court, Ljubljana (1975-86); President of the Sports Tribunal of Slovenia (1978-86); President of the Arbitration Chamber of the Ljubljana Stock Exchange; Arbitrator at the Chamber of Commerce of Yugoslavia (until 1991) and Slovenia (from 1991); Arbitrator at the International Chamber of Commerce in Paris; Judge on the Board of Appeals of UEFA and FIFA; President of the Union of Slovene Lawyers' Associations (1993-2005); member of the

International Law Association, of the International Maritime Committee and of several other international legal societies; Judge at the Court of Justice since 11 May 2004.

Lionel Lalagüe

Director public and international affairs

Bureau National Interprofessionnel du Cognac (BNIC) • France

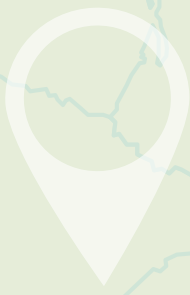


15 years experienced specialist in the Wine & Spirits sector, with a global expertise in leading legal and public affairs, from production to labeling, IP, anti-counterfeit, marketing and advertising, in France, EU and export markets (in particular China and US).

Representing members' interest at all pertinent level of the administration (France, EU, 3rd countries) and with national and European MPs.

Particular attention to explain complex subjects in clear terms and chair technical and political meetings efficiently while permitting necessary discussion and debate to happen. After Law studies in Bordeaux (Private Law, International Law and Master's degree in Law of Wine), started to work within the Legal and International Department of INAO (institut

de l'origine et de la qualité), the French agency supervising all French signs of quality and origin, before joining BNIC in 2008.



BIOGRAPHIES OF SPEAKERS

NNOKO Magui

Projects Coordinator

AFRICAN INTELLECTUAL PROPERTY ORGANIZATION (OAPI) • Cameroon



Ms. Magui Koubitobo NNOKO is Projects Coordinator at the African Intellectual Property Organization. She's an engineer and has an executive MBA in strategic management. She has more than fifteen years of experience on industrial and technological development policies and projects management.

She worked for few years in the private and humanitarian sector, before joining the administration of her country, where she spent more than ten years in charge of industrial and technological innovation strategies.

She's in charge of development projects in OAPI since 2018, and support members state in the implementation of projects related to GI, Plant varieties, collectives Trademarks and Patents.

Alexandra Manole

Policy officer

European Commission • Belgium

Alexandra Manole has been working at the European Commission since 2014. She is currently dealing with better regulation coordination and the Regulatory Fitness and Performance Programme (REFIT) in the Commission's Secretariat-General. Alexandra has an academic background in political science and business and a professional background in environmental protection, climate change and European affairs.

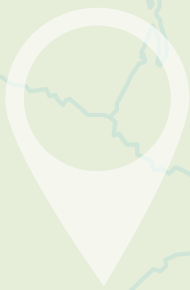
Delphine MARIE-VIVIEN

Researcher in GI & Food Law

CIRAD • France



MSc in Chemistry and a PhD in law. After 2 years as patent engineer, Delphine joined CIRAD in 1999, a French public research institute dedicated to agricultural research for developing countries, to work on intellectual property, genetic resources and geographical indications (GIs). Visiting researcher at NLSIU (National Law School of India University), Bangalore from 2005-2008, she defended her PhD thesis on «The law of Geographical indications in India compared to French, EU and International laws», at Paris University (Ehess), published by Sage.



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She was from 2012 to 2018 based in Vietnam, working on GIs research and development projects in South-East Asia. she is a consultant for the French development agency (AFD), EUIPO, UNIDO, Swiss IPI for projects on GIs in Asia (Thailand, Cambodia, Laos, Vietnam, Sri Lanka), South America (Colombia) and West Africa. Delphine has been working on drafting GI laws, GI examination manual for IP offices, GI specifications, GI control & enforcement systems, GI producer's association building. She participated with Redd to the international training on GIs «InterGI» since 2007 and developed the training in Asia since 2016. She is teaching IP law and GI law at various Universities and supervises PhD students. From her theoretical and empirical research combined to her consultancy work, she has written extensively on GIs in Asia, Europe and worldwide, regarding the public/private governance of GIs, GIs for handicraft goods, GIs and biodiversity, GIs and development, the control and enforcement of GIs etc.

Stefan Martin

Member of the Boards of Appeal

EUIPO • Spainm



Stefan is a member of the Boards of Appeal of the European Intellectual Property Office. (EUIPO, Alicante, Spain) and the Community Plant Variety Office (Angers, France). Lecturer at CEIPI (Center for International Intellectual Property Studies Strasburg), Lecturer at University of Reims, Wine and Law Program. Lecturer at the Institut de Droit des affaires, Aix en Provence. He is the author of numerous publications, including a recent article dealing with the protection of trade marks related to cannabis (European Intellectual Property Review April 2020 and Revue Internationale de la Propriété Intellectuelle March 2020) and the conflict between Trademarks and PGI's (Journal of Wine and Spirits Law 2020/1 "Queso Manchego, Whisky ecossais et vinaigre balsamique: Florilege de saveurs a Luxembourg"). He is one of the co-author of a book ("Wine

Trademarks and Designations of Origin. Conflicts, mimicry and new paradigms) which received the first prize in the category Vitivinicultural Law Category of the 2020 Award of the OIV (The International Organisation of Vine and Wine).

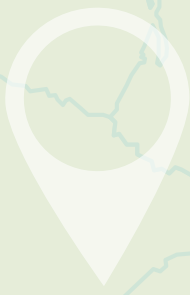
Anke Moerland

Associate Professor of Intellectual Property Law

Maastricht University • Netherlands



Anke Moerland is Associate Professor of Intellectual Property Law in the European and International Law Department, Maastricht University. She holds a PhD on Intellectual property protection in EU bilateral trade agreements from Maastricht University. Anke has published on IP law and policy. Since 2018, she holds a visiting professorship at Queen Mary University of London on Intellectual Property Law, Governance and Art. Since 2017, Anke coordinates the EIPIN Innovation Society, a 4-year Horizon 2020 grant under the Marie Skłodowska Curie Action ITN-EJD.



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Jesús Mora Cayetano

General Coordinator

Conferencia Española de Consejos Reguladores Vitivinícolas (CECRV) • Spain



Since 2012, Jesús Mora Cayetano is the General Coordinator of the Spanish Association of Geographical Indications for Wines (Conferencia Española de Consejos Reguladores Vitivinícolas – CECRV), the Madrid-based organization that represents Spanish Protected Designations of Origin for wines towards the national Government but also at international level. CECRV works to manage, protect and promote the common interests of Spanish PDO for wines and to reinforce and continue boosting the diversity and prestige of Spanish Designations of Origin.

Mr. Mora Cayetano has a degree in Journalism by Universidad Complutense de Madrid. He has also taken studies in Politics at the same university and is graduate in Foreign Trade from the Center for Economic and Trade Studies (CECO), ICEX (Spanish governmental body for Foreign Trade and Investment) Business School. His professional career has always been linked to institutional communication, foreign trade and wine. Before managing CECRV, he worked for PromoMadrid, the Madrid Public Agency to promote Madrid economy abroad, and for INECO, a public engineering and consulting company, belonging to the Spanish Ministry of Public Works, belonging to the international relations department.

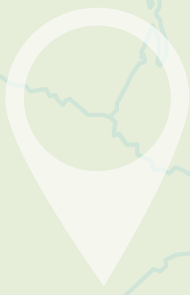
Jorge Novais

Legal and policy affairs officer

European Commission • Belgium

Policy and legal affairs officer at the European Commission (DG for Internal Market, Industry, Entrepreneurship and SMEs - Intellectual Property unit).

Fields of activity: Trade Secrets Directive, relations of the Europe Commission with EUIPO and the European Observatory on Infringements of IP Rights, IP policy for SMEs, and IPR Enforcement Graduated in law in 1989 from Universidade Católica Portuguesa in Porto. Practiced law during ten year in Portugal and Macao. Worked at the EUIPO, taking decisions on trade mark disputes and representing the EUIPO before the Court of Justice in trade mark cases. Further activity Professional Specialization Certificate in International IP Law by the University of Victoria (Canada). Published work: The protection of reputed trade marks in EU Law, *Direito Industrial* Vol. V - Almedina, 2008.



BIOGRAPHIES OF SPEAKERS

Bernard O'Connor

Lawyer

Nctm studio legale • Belgium



Bernard has been practicing EU and WTO law for more than 35 years. In that time, he has argued more than 100 cases before the EU Courts in Luxembourg and participated in more than a dozen dispute procedures in the GATT and the WTO. Bernard works in the areas of general trade, trade defence, food and agriculture. He acts for private traders and public institutions including the Council of the EU and sovereign governments.

He qualified as a lawyer in Dublin and did post graduate studies at the University of Amsterdam and the European University Institute in Fiesole, Italy. He is a professor at the State University in Milan.

He has written widely on the laws of origin including: The law of Geographical Indications, Cameron May, London, 2004; Joint Author, Guide to Geographical Indications, linking products and their origins, ITC, Geneva; 2010, Editor: Agriculture in WTO Law, Cameron May, 2005.

Alan Park

Director of Legal Affairs

The Scotch Whisky Association • United Kingdom



Alan Park is the Director of Legal Affairs at the Scotch Whisky Association, the trade body for the Scotch Whisky industry. Alan is a Scottish qualified lawyer. He and his team have a global role to protect Scotch Whisky from misuse. Alan believes he is one of the luckiest lawyers in Scotland. Not only does he fight for the interests of the world's best spirit, he works in the most exciting area of intellectual property, Geographical Indications.

Ivett Paulovics

Partner

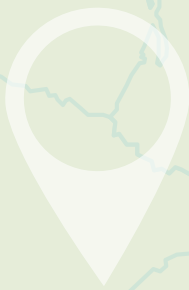
Fasano Paulovics Società tra Avvocati • Italy



Ivett Paulovics is a qualified lawyer in Italy and Hungary, Uniform Domain Dispute Resolution Policy (UDRP) Panelist, Uniform Rapid Suspension (URS) Domain Dispute Case Manager, Arbitrator in Intellectual Property and International Business Law.

She is specialized in intellectual property and technology law, international trade and cross-border investments and alternative dispute resolution.

Ivett is a member of the Internet Corporation for Assigned Names and Number (ICANN) Rights Protection Mechanisms Working Group, the European Communities Trademark



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Association (ECTA) Internet Committee, the Organization for an for an International Geographical Indications Network (oriGIn).

She is a speaker and lecturer at International conferences and seminars on IP, ADR, Internet governance and legal tech topics.

Ivett is author of publications (LexisNexis) and comparative studies on behalf of the EU institutions (Study on the evaluation of practices for combating speculative and abusive .EU domain name registrations - European Commission-DG Connect: ISBN 978-92-76-20634-7 <https://ec.europa.eu/digital-single-market/en/news/study-evaluation-practices-combating-speculative-and-abusive-eu-domainname-registrations>).

Anette Rasmussen

Attorney at Law, Partner & President of ECTA

ECTA & AWA Denmark A/S • Denmark



Anette Rasmussen is an attorney at law and Partner. She began her career in intellectual property law in 1998 as an examiner at the Norwegian Patent Office. Her experience encompasses all aspects of IP law including GIs, copyright, utility model disputes and patents, but with a strong focus on trademarks, domain names and marketing practices. Anette is well-versed in European IP legislation.

She assists clients in enforcing their IP rights through settlement negotiations and litigation, including before national IP offices, the Danish courts and the General Court (ECG) of the Court of Justice of the European Union (CJEU).

Anette advises clients from a diverse range of industries including pharmaceuticals, food and beverage and luxury and consumer goods, providing advice on worldwide strategy, prosecution and enforcement of IP rights, infringements, ownership and validity disputes.

She works closely with two of the top 10 most valuable Danish brands (as ranked by Brand Finance in 2017) and has assisted with their expansion and establishment throughout the world in respect of trademark registration and enforcement.

Paola Ruggiero

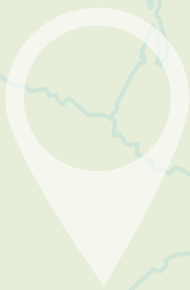
Trademark Attorney

STUDIO LEGALE BIRD & BIRD • Italy



Paola is the head of Trademark Department in Bird & Bird Milan. She was admitted as Italian and European Union Trademark Attorney in 1996. As Counsel at Bird & Bird, she has broad experience in Italian and European IP law, representing our clients from industries including Food, Fashion, Entertainment, Media, Retail, Finance and Insurance in trade mark, copyright and design matters.

She has built a strong reputation for globally supporting clients in handling and protecting their trademark, design and domain name Portfolio as well as for developing and implementing strategies in prosecution and enforcement of IP rights portfolios. Her practice focuses on trademarks, designs and domain names filing and prosecution,



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conducting searches, in defending and opposing trademarks and in defending designs as well as in opposition procedures before the Italian and European Union Intellectual Property Office and in nullity actions both for trademarks and designs before the European Union Intellectual Property Office as well as filing UDRP and ADR procedures to recover domain names. Paola is also specialized in providing legal advice on the recognition and protection of geographical indications and on anticounterfeiting activities and custom seizures. In addition, She is a trademark strategist with extensive experience in managing trade mark portfolios and advising on branding strategies for a wide range of clients from individuals through to large multi-nationals, both in Italy and overseas.

She is the Chair of the ECTA Geographical Indications Team and Member of the CP11 Euipo project on absolute grounds on behalf of Ecta.

Nicole Semjevski

Observatory, Enforcement & SMEs service

EUIPO • Spain



Nicole Semjevski works for the EUIPO since 2000, in various departments, the Boards of Appeal, the quality department that would now be CGS and ICLAD. Since 2012 she is working for the Observatory. She is part of the IP Enforcement Portal team, where she is responsible for the user management and trainings. She is also the Data Protection Coordinator for her department.

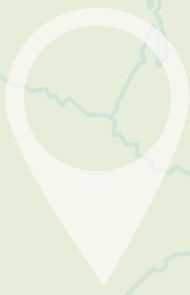
Marthane Swart

Partner

South African Rooibos Council • South Africa



Marthane Swart is a partner in Kruger, Swart Associates, a consultancy based in Stellenbosch, South Africa. She holds a master's degree in Political Science from the University of Stellenbosch. She has extensive experience in the analysis and development of agribusiness in Southern Africa with a strong focus on and in-depth knowledge of sustainable development as guided by social and sustainable certification and international development agency priorities. She is specialized in value chain analysis and the facilitation of multi-stakeholder processes aimed at removing barriers to industry development and enabling industries to organize and mobilize for sustainable development and increased market access. In her work, she often facilitates multistakeholder processes within and across sectors, public and private sector and in both the national and international sphere to enable the identification of cross-cutting priorities and how implementation activities can dovetail for optimal collaboration and results. As part of her work in sector and industry development, Marthane manages the Secretariat for the South African Rooibos Council.



BIOGRAPHIES OF SPEAKERS

Eric Tesson

Director

CNAOC • France



Eric TESSON has a twenty years long legal practice in the wine sector. For instance, he worked in the legal department of the INAO then for CNAOC. He has been director of the CNAOC since 2017.

Irène Tolleret

Member of European Parliament, co-chair Intergroup on “Wine, spirits and quality foodstuff”

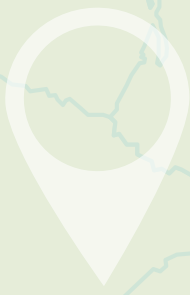
European Parliament • Belgium



Irène Tolleret has been elected mayor of Fontanès (Hérault, France) in 2014. She represented her town in the Grand Pic Saint-Loup community council, where she was vice-president in charge of European affairs. In 2015, after the regional elections, she became a member of the Hérault regional council.

In the 2019 European elections, Irène Tolleret was on the ninth position on the list “Renaissance” and was elected at the European Parliament. Since then, she is a member of the Committee on Rural Development, the Committee on Women’s Rights and Gender Equality and the Committee on Agriculture. Furthermore, she is the cochair of the Intergroup on Wine, Spirits and Quality foodstuffs.

Winegrower by profession, deeply committed to the enhancement of the wine wealth of her region, she fought for the extension of the geographical area of Pic Saint-Loup. She has repeatedly supported Europe’s commitment to the development of the Occitania region through concrete projects on energy transition, economic development, innovation and solidarity.



BIOGRAPHIES OF SPEAKERS

Adrien Trucas

Director of Development and Public Relations

Certipaq • France



Providing control and certification solutions, contributing to success of quality and origin projects; inducing conducive lever to value-creation, protection and sustainability of products and sectors.

His culture, his motivation and his experience are solid in terms of analysis, contexts consideration, feasibility study in order to participate in the implementation and promotion of protection schemes such as Geographical indications.

His areas of expertise :

- > Technical: bearer of the concepts conveyed by official signs and convinced of their usefulness to develop local economies and meet consumer's expectations.
- > Functional analysis: process, specifications, feasibility study (controllability), sector structuring industry, consumer expectation, sharing out of product added value (upstream/downstream).
- > Relational: project management, network/sector organisation, technical meetings management, contribution to operator's federation on common objectives.

Janusz Wojciechowski

European Commissioner for Agriculture

European Commission • Belgium



Member of the European Commission since 1 December 2019, responsible for Agriculture. Lawyer; Attorney.

Commissioner Wojciechowski grew up on a farm in Rawa Mazowiecka, a rural community in the Łódzkie region in central Poland. He holds a Master's degree in law, having graduated from the University of Łódź Department of Law and Administration.

His professional career as a judge spanned different levels up to membership of the Supreme Court of Poland. From 1995 to 2001 he held the important post of President of the Polish Supreme Audit Office.

From 2001 to 2004, he represented the Łódzkie constituency as a Member and also Vice-Marshall of the Parliament of the Republic of Poland – the Sejm. From June 2004 until May 2016, he served three terms as a Member of the European Parliament. He sat as a Member of the European Parliament's Intergroup on the Welfare and Conservation of Animals from his first term and from 2014 to 2016 he was President of the Intergroup.

From May 2016 to November 2019, he was a Member of the European Court of Auditors. Commissioner Wojciechowski has been the author and co-author of five comments on the Polish Penal Code, as well as the author of more than 100 articles and publications on criminal law in various Polish legal magazines. He also writes on socio-legal issues.

BIOGRAPHIES OF SPEAKERS

Andrea Zappalaglio

Lecturer in Intellectual Property Law ; Affiliated Researcher at Max Planck Institute for Innovation and Competition

University of Sheffield • United Kingdom



Andrea is a Lecturer in Intellectual Property Law at the University of Sheffield (U.K.) and an Affiliated Researcher at Max Planck Institute for Innovation and Competition (Munich, Germany), where he was previously employed as Senior Research Fellow and Leader of the Research Team on Geographical Indications. He also cooperates with the University of Milan as Adjunct Professor.

He completed a PhD/Dphil at the University of Oxford.

His research is award winning and he regularly participates in international conferences and IP-related events.

