



oriGIn

Organization for an International  
Geographical Indications Network

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

Possibility to follow online on  **zoom** Meetings

## **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

---

Topic: [Global challenges in trademark applications in conflict with GIs.](#)

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

Speakers:

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

---

15.45-16.00 Coffee break

---

16.00-17.30

---

Topic: [GIs in the Lisbon System and FTAs: Case law & issues related to the implementation of the Geneva Act.](#)

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

Speakers:

- Ms. Nathalie Nathon, International Relations Officer and GIs coordinator, European Commission (DG AGRI), Belgium.
- Ms. Alexandra Grazioli, Director, Lisbon Registry, World Intellectual Property Organization (WIPO), Switzerland.
- 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

---

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

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

Speakers:

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

---

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

---

Friday, 11 October

Auditorium, Ground Floor, Octagon Building.

08.15-09.30

---

Topic: Protection of GIs when used as ingredients.

Moderator: TBC

Speakers:

- Mr. Mario Pomares Caballero, Managing Partner, Berenguer & Pomares, Spain.
- Ms. Caroline Casalonga, Partner, CASALONGA, France.
- Mr. Nicolas Clarembeaux, Counsel, Altius, Belgium.
- Mr. Alessandro Sciarra, European Trademark Attorney, Bird & Bird, Italy.

09.30-11.00

---

Topic: “Evocation” in the EU and beyond.

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

Speakers:

- Mr. Alan Park, Director, Legal Affairs, Scotch Whisky Association (SWA), United Kingdom.
- Mr. Niklas Fels, Counsel, Bird & Bird, Germany.

- Mr. Paolo Veronesi, European Trademark and Design Attorney, Società Italiana Brevetti (SIB), Italy.
- Mr. Ashish Kanta Singh, Associate, K&S Partners, India.
- Ms. Zeinab Ghafouri, Project Manager, Swiss Federal Institute of Intellectual Property (IPI), Switzerland.

---

#### 11.00-11.15 Coffee break

---

#### 11.15-12.30

Topic: [Collective GI organizations and competition law.](#)

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

Speakers:

- Mr. Jorge Chavarro, Senior Partner, Cavelier Abogados and Representative, Asociación Interamericana de Propiedad Intelectual (ASIPI), Colombia.
- 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. Théodore Georgopoulos, Professor, University of Reims and Head of the Wine, Spirits & Terroirs Department, CASALONGA, France.

#### 12.30-13.45

Topic: [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, TBC.
- 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.