



**Organisation for an International Geographical Indications Network (oriGIn)**

**Food and Agriculture Organization of the United Nations (FAO)**

**Swiss Association for the Development of Agriculture and Rural Areas (AGRIDEA)**

## **Expert meeting on technical cooperation programs related to origin-linked products and geographical indications**

Geneva-Switzerland, 11th June 2010

# Technical cooperation programs related to origin-linked products and geographical indications

## *Summary report of the expert meeting and ways forward*

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EXPERT MEETING

GENEVA-SWITZERLAND, 11<sup>TH</sup> JUNE 2010

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All the presentations of the meeting and related documents can be downloaded at the following web address:

<http://www.foodquality-origin.org/Gineva/11june/index.html>

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## PLACE OF THE SEMINAR

Château de Penthes, Geneva

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## ORGANIZATION COMMITTEE OF THE SEMINAR

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### **The Food and Agriculture Organization of the United Nations (FAO) - [www.foodquality-origin.org](http://www.foodquality-origin.org)**

Throughout the world, there is an increasing consumer interest in the specific quality of food and agricultural products, and especially a demand for typical products or those with a quality linked to their geographical origin through the know-how and local natural resources brought into play. The preservation of such products can thus contribute to food diversity, offering consumers a wider choice, while also promoting sustainable rural development. The identification and enhancement of such products can boost sustainable development in its three main aspects – economic, social and environmental – by creating value and preserving local cultural and natural resources. Such an approach is relatively recent, giving rise to calls for support and guidelines. In 2007, FAO therefore launched a programme on specific quality with a view to supporting the development of schemes for the recognition and enhancement of origin-linked quality at institution and producer levels, tailored to specific economic, social and cultural contexts.

### **oriGIn - [www.origin-gi.com](http://www.origin-gi.com)**

The Organization for an International Geographical Indications Network is a Swiss-based NGO, established in 2003 and representing 150 organizations and over two-million GI producers, from some 40 countries. Conceived as a network for exchanging information and "best-practices" among producers of GIs worldwide, oriGIn's goal is to promote geographical indications as a tool of sustainable development and to advocate for a more effective legal protection of GIs at the national, regional and international level.

### **AGRIDEA - [www.agridea-international.ch](http://www.agridea-international.ch)**

Within the Swiss Association for the Development of Agriculture and Rural Areas, a competence pool on Geographical Indications has been established in 2002. Within this team that operates at the international level, a broad range of products and services are delivered: research and development projects; short-term expertise on GIs for enterprises and/or producers, as well as for private or public institutions; advice on intellectual property, certification and marketing; training modules and seminars.

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## List of Acronyms

ACP	African, Caribbean and Pacific Group of States
AFD	Agence Française de Développement
AGRIDEA	Swiss Association for the Development of Agriculture and Rural Areas
AREPO	Association des Régions Européennes et des Produits d'Origine
CIHEAM	Centre International de Hautes Etudes Agronomiques Méditerranéennes
CIRAD	Centre de coopération internationale en recherche agronomique pour le développement
CTA	Technical Centre for Agriculture and Rural Cooperation
DG AGRI	Directorate-General for Agriculture and Rural Development of the European Commission
DG TRADE	Directorate General for Trade of the European Commission
DG DEV	Directorate General for Development of the European Commission
FAO	Food and Agriculture Organization of the United Nations
GI	Geographical indication
GIP ADECIA	Agence pour le développement de la coopération internationale dans les domaines de l'agriculture, de l'alimentation et des espaces ruraux
GRET	Association de solidarité et de coopération internationale
IAM	Centre international d'enseignement supérieur
INAT	Institut National Agronomique de Tunis
INRA	Institut National de la Recherche Agronomique
IPI	Swiss Federal Institute of Intellectual Property
ITC	International Trade Centre
MAAPR	Ministère Française de l'Alimentation, de l'Agriculture et de la Pêche
MAFWM	Ministry of Agriculture, Forestry and Water Management of Serbia
NGO	Non-governmental organization
OFAG	Office fédéral de l'agriculture
oriGin	Organisation for an International Geographical Indications Network
PDO	Protected designation of origin
PGI	Protected Geographical Indication
SECO	Swiss State Secretariat for Economic Affairs
SEEDEV	South-Eastern European Development Organisation
SINER-GI	Strengthening International Research on Geographical Indications
TRIPS	Trade-related aspects of intellectual property Agreements
UMR Innovation	Unité Mixte de Recherche "Innovations et Développement dans l'Agriculture et l'Agroalimentaire" - Montpellier SupAgro, INRA, CIRAD
UNIFI	University of Florence - Italy
UNIL	University of Lausanne - Switzerland
WIPO	World Intellectual Property Organisation
WTO	World Trade Organisation

# 1 Introduction

## 1.1 Background

Geographical indications are tools for the protection of intellectual property rights over names associated with local specific quality products. The TRIPS agreements legal framework has defined GIs as “indications, which identify a good as originating in the territory of a member country, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin”. The primary legal reference for the protection of GIs is appellations or designations of origins and they have been protected in multilateral agreements since the 1833 Paris Convention. They aim at increasing market access, consumer’s and producer’s protection as well as rural development, of both more and less developed countries. The relevance of the use of this tool has been growing over the last years and several cooperation projects have been launched. These initiatives have been taken at different levels and they have involved several distinctive donors and development agencies.

In order to better formulate, implement and measure impacts of technical cooperation project and programs related to geographical indications, a number of actors have expressed their need for sharing experiences and best practices.

Against this background FAO, oriGIn and AGRIDEA jointly organized an expert meeting on “Technical cooperation programs related to origin-linked products and geographical indications” that took place in the “Château de Penthes”, Geneva (Switzerland), 11th of June 2010.

## 1.2 Objectives and organization of the meeting

The objective of this meeting was to bring together different stakeholders involved in development programs related to geographical indications and origin products in order to share experiences, to have a better knowledge of their respective activities and approaches and to discuss areas of collaborations.

The main expected outputs were the identification of best practices, major needs and possible synergies in coordinating the different actions and approaches.

Around 50 participants from national and international organizations, donors, NGOs, universities and research centres, involved in the matter, attended the one-day meeting. The list of participants is available in annex (Annex 1).

Two distinct sessions were set out. The morning session was dedicated to inputs and presentations provided by various international experts. The first presentation addressed the results of a recent investigation on international cooperation programs and institutions in the field of geographical indications. The following four presentations provided inputs on experiences in setting-up, implementing and promoting geographical indications and origin products. They focused on key success factors and best practices, as well as on the identification of bottlenecks and practical ways to overcome difficulties. The afternoon session was an exchange session dedicated to impacts, needs and potential cooperation programs in GI related fields. For the list of participants and the detailed program, please refer to the annexes.

The present document synthesizes the main discussions and recommendations expressed during the meeting.

## 2 Results

### 2.1 Opening and welcome session

The opening and welcome speeches were addressed by several speakers from international and national level. Mr Damary, project manager at AGRIDEA, introduced the representatives of WTO, FAO, WIPO, DG AGRI and oriGIn to the audience. They all welcomed the meeting and felicitated the organizers for the initiative.



From the right to the left: Ambassador Luzius Wasescha, Ms Urszula -Maria Stepkowska, Mr Fernando Cano, Ms Francesca Toso, Mr Ali Arslan Gurkan and Mr Peter Damary.

**The permanent representative of Switzerland in the WTO, Ambassador Luzius Wasescha**, stressed on the extension of GI protection to other products than wine and spirits. For him, it is necessary to go slowly but steadily, adapting to the rhythm of the WTO. Extending the higher level of protection (Article 23 of the TRIPS Agreement) for all products, including the extension of the register for wine and spirit, is an ongoing and challenging debate in the negotiations. There are opposing countries that still consider GIs as a kind of “terrorism” and fight against this concept. However, in bilateral agreements GIs are a good terms of trade.

**The FAO liaison officer in Geneva, Mr Ali Arslan Gurkan**, underlined that there are various reasons why the topic of origin-linked products is nowadays very relevant and it has become object of a growing interest worldwide. First, the potentials to contribute to sustainable and territorial development have been demonstrated by a number of case studies. This is related to the differentiation potentials, the redistribution effects along the value-chain and other positive contributions of origin products in terms of the preservation of the local resources. Secondly, an increasing number of countries have shown interest to adopt institutional frameworks to protect and promote geographical indications. The FAO supports these countries in the development of origin-linked quality products and sustainable GIs. In fact, regional seminars have been organized worldwide and they have then lead to various technical projects in North Africa, Latin America, Eastern Europe and Asia. Finally, the FAO has also prepared in collaboration with the network sinerGI, the guide “Linking People, Places and Products”.

**Ms Francesca Toso**, Senior Counsellor at WIPO, referred to the guide produced by the FAO and SINER-GI “Linking people, places and products” to emphasize the importance of this kind of meetings, linking donors and stakeholders. She also affirmed “without these linkages, the technical programmes might not attend their potential”. By briefly presenting the main aspects of technical assistance related to GIs provided by WIPO, she pointed how WIPO carries out interventions that support both the legal aspects and product production. The first focus of their actions is to provide legislative assistance, in the process of drafting and reviewing legislations on geographical indications and appellation of origins. The second focus is on the establishment of geographical indications: research aiming at identifying products with high potential market impact; capacity building for local producers; GI-management bodies and governmental authorities, etc.

**Ms Urszula -Maria Stepkowska**, International Relations Officer in the DG Agriculture and Rural Development of the European Commission emphasized key aspects of the European Union geographical indications protection

system. The registration of non-EU names in the EU is encouraged and efforts in negotiations related to GI extension and bilateral agreements are ongoing. At an EU-level, she argued, there are problems of “inter-institutional communication with ACP countries” and that there has not been recently any “proactive way to suggest GIs.” She then concluded by underlining the crucial need for knowledge sharing and coordination among stakeholders, especially between donors.

**Mr Fernando Cano**, European representative of the “Consejo Regulador del Tequila “and representative of oriGIn Presidency, welcomed the audience on behalf of oriGIn. Attention was then drawn to the nature, the objectives and the missions of this network engaged in promoting GIs by gathering 150 organisations worldwide. He terminated his speech by raising the issue of needs for funds.

## 2.2 Introduction session

### [Objectives and needs for knowledge sharing on technical cooperation programs related to GI](#)

**Ms Florence Tartanac** (FAO), Agro-industry Officer of the Rural Infrastructure and Agro-Industries Division of the FAO, pointed out the main objectives and expected outputs of the meeting. She invited the participants to strongly dialogue, share their specific experiences and knowledge. In particular, the issues to be addressed are to identify best practices and lessons learnt. It is also envisaged not only to discuss about the main impacts and outputs of projects, but also to reflect on how to measure them. Finally, in order to strengthen cooperation and coordination among stakeholders, synergies can be enhanced by pursuing exchange of success stories, identifying the gaps and common needs for strengthening knowledge in the domain of technical assistance related to GIs and origin-linked products.

## 2.3 Presentation of investigation results

### [Geographical Indications and International cooperation in developing countries: an exploratory analysis of projects and institutions](#)

**Ms Marta Salvadori**, master’s graduate from the University of Florence, presented the main results of her dissertation on projects and institutions engaged in the field of GIs in developing countries. Her exploratory analysis, based on an investigation carried out in 2009 in collaboration with AGRIDEA, revealed that many concrete projects in this domain have been launched in the last few years all over the world. The work also underlined how various models of interventions exist and that intervening in this domain is a challenging task, for all stakeholders involved. Therefore, in support of donors, implementing agencies, local authorities and beneficiaries, it would be useful to extend this research to address current challenges of various stakeholders. This would include broadening the view through the collection and sharing of detailed information on projects related to origin products in general and the development of impact assessment of such initiatives.

## 2.4 Participants experiences related to the four key discussion topics

In order to identify what are the best project practices and lessons learnt from the past and ongoing technical cooperation projects related to GIs and origin products, four major key discussion topics were established prior to the one-day meeting in Geneva. Thanks to the contributions of more than 10 guest-speakers, various issues have been raised, leading to interesting debates involving other experts from the audience as well.

#### 2.4.1 TOPIC 1 - Integrating local, national and regional levels in defining and implementing origin products and GI related strategies, policies and technical cooperation programs.



The [first contribution](#) allowed a better understanding of how the different levels (local, national and regional) of identification and recognition of GIs and origin products can be integrated in policies and programs. Ms Francesca Toso Senior Counsellor at WIPO was the mediator and the interventions were carried out by Ms Emilie Vandecandelaere (Food quality Expert of the Nutrition and Consumer Protection Division of the FAO), Ms. H  l  ne Ilbert (researcher and professor of the IAM in Montpellier) and Ms Annarita Antonelli, from the IAM in Bari. In terms of strategies, policies and technical cooperation programs there has been an intense sharing of experiences. The overall interventions have highlighted various crucial aspects of this type of actions.

- The development of GIs is intrinsically linked to a combined approach including 1) an institutional framework at national (and international level) aiming at establishing and implementing the rules of recognition and protection, and 2) the territorial strategies that relate to the qualification and remuneration of the specific quality products to be recognized and protected as GI products. These two levels have to be considered within a project, and the coordination process between the levels and the involved stakeholders has to be identified and enhanced. Facilitators and local authorities based in the territory can play an important role in this regard.
- The project should well identify and involve the key players, from a technical and political point of view and ensure coordination between the different sectors and levels involved. It should also strengthen a bottom up approach, as each GI relates on a specific local system and can't be successful if established from the top.
- Up-scaling a product to fulfil GI requirements is a way to develop a value-chain approach, to support producers' organization, and to develop a market strategy.
- Food safety issues need to be considered when supporting GI value-chain, especially when dealing with traditional products that need to be adapted to formal market requirements. The compliance with food safety regulation can create the need for establishing specific rules, for example in the case of raw milk cheese when pasteurisation has been made mandatory.
- Usurpation is not only an international issue but at a national level, there may also be attempts to make illicit use of origin names. Registration is an efficient legal tool to protect names against usurpation but requires times. At an earlier stage, disseminating information about non registered GI products (for example through national or regional inventories) can be a way to fight against registration of GI names outside the legitimate territory, by arguing the link between the name and local area.
- Training to groups of producers would allow for better negotiations.

- “There is need for long-time projects although this is in contrast with the need for visibility of donor’s investments”, was argued. The establishment of a local GI strategy needs time, as various negotiations and mediation are required to reach common rules (specifications, controls, market strategy, etc.) among various types of stakeholders. Thus when elaborating a project, the evaluation indicators should be adapted at this reality.
- It was also underlined how “the need for big funds does not mean that projects shall be less “local”.

#### **2.4.2 TOPIC 2 - Setting up GIs: mobilizing producers and local stakeholders’ need of collective organization and setting up rules (code of practice).**

The two following presentations contributed to a better understanding of how producers and local stakeholders are mobilized through collective organization and thanks to the setting up of rules. The first intervention was given [Mr Sorinel Ghetau](#), UCODEP coordinator for South East Europe, and the following one by [Mr Pascal Bernardoni](#), Director and founding Partner of SEEDDEV. The experts, both operating in the Balkan Region, allowed for a discussion over lessons learnt from past and ongoing projects, through the mediation of Prof. Zoubida Charrouf from the Association IBN Al Baytar.

- It has been argued that governments of beneficiary countries are extremely interested in achieving successful product valorisation through origin labels in order to have show cases to further expand the use of this tool. Nevertheless, it is not always possible to establish GIs; other labels should also be taken into consideration, especially when market conditions are not sufficiently.
- Within a project, it has been suggested to select as a pilot case those value chains that are characterized by a limited number of producers and a high level of organisation. This would ensure success in terms of lessons learned and demonstrative effects.
- It has emerged that when operating with dairy products, there can be conflicts between traditional and industrial approaches because of different visions and means. The challenge is to find the way for the win-win approach. One way could be to consider two sub-categories under the same GI. Mediation and negotiation are tools that a project should enhance.
- Negotiations along the value chain for the identification and recognition of a GI are facilitated by making use of the code of practice. This crucial tool should be included within a collective action that moves attention from products to producers.
- The code of practice, in implementing technical cooperation projects, appears to be a valuable tool for negotiation along the value chain, between the different actors involved in the production of a certain good.
- “You do not need to become famous before being protected”, noted an expert. “When you’re famous it might be already too late!”

#### **2.4.3 TOPIC 3 - Mobilizing institutions: cooperation between intellectual property and agricultural institutions, and the inter-institutional project steering group. Implementers privileged institutions involved in the conceptual design of a project pilot phase.**

As far as the third key discussion topic is concerned, representatives from two Swiss institutions offered interesting insights on mobilizing institutions. [Ms Irenka Krone](#) (Programme Manager for Trade Promotion and Development at SECO) introduced the subject matter and [Mr Ingo Meitinger](#) (Head of Training and International Cooperation at IPI), followed by highlighting the challenges related to the pilot phase of a project. Ms Urszula - Maria Stepkowska, International Relations Officer in the DG Agriculture and Rural Development (European Commission) as discussant of the session, initiated the debate and mediated the thought-provoking interventions. In fact, various comments over resource mobilization were made.

- It has been underlined how projects must be demand driven: collaborations or implementation of projects cannot be imposed. Indeed, it was pointed out that “the money is not the problem; the problem is to get people on the board”.

- It was noted that, for the time being, it is very difficult to assess the sustainability of projects related to GIs and origin labels. It is also very challenging to identify the best moment to start supporting a particular product.
- Coordination is not only challenging between institutions, but also within a donor agency, difficulties might emerge in terms of coordinating various activities carried out.
- It would be useful to enhance communication between institutions dealing with GIs to set out umbrella strategies.
- It was also mentioned that one activity to be considered when supporting GI development in developing countries is to help producers from foreign countries in registering products in the EU.

#### 2.4.4 **TOPIC 4 - GIs and the link to the market: type of market (local, national, international), market growth perspectives, promotion strategies, financing, etc.**

The last set of interventions, taking place after the lunch break, concentrated on the way GIs are linked to the market. [Ms Marie-Cécile Thirion](#), working on Trade Development, Agriculture and Food Security in developing countries at the French Development Agency (AFD), outlined the needs to look at local and regional markets. A second presentation was then given by [Mr Damergi Chokri](#) from INAT on the link GIs have with national/international markets. Finally, Ms Sophie Révillon (AGRIDEA) briefly examined the role of GIs in business and launched a debate on the role of the state in market regulation.

- Examples were provided of successful marketing activities related to GI project, but then the question of long term viability was raised, after the end of the project. Public support is often necessary to start a GI process (incentive, information, subvention etc.) as well intervention of other facilitators within a project, but the means for long term sustainability and autonomy from an economic and technical point of view should be considered since the beginning.
- Producers often lack in bargaining power and building capacity on this should be considered as an important output of a project.
- It was suggested to integrate existing labels when investing in setting-up GIs so that producers can benefit from a “toolkit” and select the specific schemes most adequate to their own situation. Moreover, a GI process (setting up common rules for marketing, promoting and managing local resources) provides in itself positive returns in terms of rural development and registration under intellectual property shouldn't become dogmatism.

### 3 Recommendations

The following statements all result from the discussions and interventions that have taken place during and in reaction to the presentations. However, due to the very intense morning debates there was insufficient time to develop the synthesis and exchange sessions in depth. In fact, experts expressed their willingness to carry out similar encounters to better pursue these objectives.

#### 3.1 Key discussion points and statements

As a conclusion of the inputs and discussions of the morning session, Ms Dominique Barjolle (director of AGRIDEA) and Mr Milos Milovanovic (representative from the Serbian Ministry of Agriculture, Forestry and Water Management (MAFWM)) outlined the key revealed points.

- ✓ It is crucial to enhance dialogue between the different parties: between public and private stakeholders, between different ministries and directorate general of the European Union.
- ✓ There is a consensus over the difficulties and challenges related to balancing between funds, objectives and duration of projects.
- ✓ Regional approaches should be promoted because they facilitate a better recognition of GIs between countries
- ✓ The suggestion to create a trust fund between donors from Switzerland, France, Italy and the EU in order to develop technical assistance incited controversial discussions. From the donors' point of view, trust funds are not an appropriate tool as far as in most developing countries the institutional context is characterized by political corruption, lack of policies and political will. Trust funds do not allow visibility and monetary control and are not compatible with donors' objective- and result-orientated funding policies.
- ✓ It must be taken into account that the registration of a GI is not always the one-to-fit-all solutions, it must be considered as one possible step of the overall local process for adding-value to a specific quality product based on its geographical origin. Territorial strategies show important positive effects, such as links with tourism.
- ✓ The most appropriate moment to intervene in supporting GIs may differ from case to case and, before the registration takes place, close attention should be given to consumers and their demand. Identification of the potential for products to develop a GI strategy is crucial. Inventory of products is a first step to develop a national strategy.
- ✓ It is essential to address, at early stages, the link between certain types of goods (cheese, meat) with food safety.

In addition to the above-mentioned key points, the meeting also allowed the identification of crucial questions to be addressed when starting the design of any project or program related to GI or origin-linked products. Indeed, it was recognized as essential to define beforehand the main objectives of a project by taking into consideration the environmental and economic impacts. Great attention should be given to how evaluations should be carried out.

### 3.2 Main expressed needs

Thanks to the inputs of the experts and to the exchange of experiences and opinions, several major needs and best practices have been identified during the one-day conference that should be put into practice.

- ✓ **Enhanced dialogue** in regards to technical cooperation projects related to geographical indications and origin-linked products between the different parties (public/private; donors; different ministries; different Directorates General of the European Union, such as DG AGRI, DG TRADE, DG DEV).
- ✓ Appropriate **balance between funds volume/objectives and duration** of technical cooperation projects related to geographical indications and origin-linked products.
- ✓ Greater attention should be given to the **identification of best practices** based on success stories.
- ✓ Development of **expertise and methods** to support impact assessments of GI related projects, defining items and indicators (for i.e. awareness-raising, improvement of socio-economic conditions, participation, exported product volumes, etc.)
- ✓ Setting-up **inventories** of potential and established geographical indications
- ✓ Continue the debate on **mobilizing funds** (convenience of a trust fund and other financial arrangements)

## 4 Perspectives: potential areas of cooperation and ways forward

The major outcome of the *Expert meeting on technical cooperation programs related to origin-linked products and geographical indications* is the expressed common interest to further explore the potentials of specific quality labels.

The experts participating to the meeting agreed on the importance of:

- ✓ Developing and improving methods
- ✓ Enhancing communication efforts

In terms of future engagements, the participants have made several suggestions. The following ones represent a starting point for further discussions and decision-making.

### Developing and improving methods

- setting-up and promoting a database of different GI-related projects
- up-dating and extending the analysis initiated by Ms Marta Salvadori, *Geographical Indications and International Cooperation in Developing Countries: an exploratory analysis of projects and institutions*.
- Institute regular expert meetings
- Enhancing training activities for producers to raise awareness
- Measure impacts of geographical indications through the evaluation of GI-related projects and share results.

### Enhancing communication efforts

- establishing a network between regions sharing a common interest for GIs
- establishing a network between GI-stakeholders, by extending the CTA-oriGIn electronic forum
- organise a specific meeting between donors to discuss common strategies
- organise a meeting between representatives of donor countries and ministries of countries interested in implementing technical cooperation projects in the domain of GIs and origin products.
- develop guidance to set up national policies regarding voluntary standards and the protection of geographical names, traditional foods or knowledge
- create inventories of products that are valorized as origin products and/or geographical indications

This meeting was the first step towards the enhancement of coordination and exchange mechanisms between various stakeholders involved in specific quality labels and GI-related development initiatives. Further meetings are largely welcomed by the participants but their organization requires the commitment of all concerned parties in terms of financial and conceptual contribution.

## 5 Annex 1: List of participants

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## 6 Annex 2: Detailed programme

<b>Morning Session</b>	
<b>9.30</b>	<b>OPENING AND WELCOME ADDRESS</b>
	<ul style="list-style-type: none"> <li>○ Mr Ambassador Luzius Wasescha - Permanent representative of Switzerland in the WTO</li> <li>○ Mr Ali Arslan Gurkan - FAO liaison officer in Geneva</li> <li>○ Ms Francesca Toso - WIPO</li> <li>○ Ms Urszula -Maria Stekowska - DG-AGRI (European Commission)</li> <li>○ Mr Fernando Cano - Consejo Regulador delTequila and representative of oriGIn Presidency</li> </ul>
<b>9.55</b>	<b>INTRODUCTION</b>
	<p style="text-align: center;"><b>Objectives and needs for knowledge sharing on technical cooperation programs related to GI</b></p> <ul style="list-style-type: none"> <li>○ Ms. Florence Tartanac (FAO)</li> </ul> <p style="text-align: center;"><b>Presentation of participants</b></p>
<b>10.10</b>	<b>INVESTIGATION RESULTS: “Geographical Indications and International Cooperation in developing countries: an exploratory analysis of projects and institutions”.</b>
	<ul style="list-style-type: none"> <li>○ Ms Dominique Barjolle (AGRIDEA)</li> <li>○ Ms Marta Salvadori (University of Florence)</li> </ul>
<b>10.30</b>	<b>TOPIC 1: Integrating local, national and regional levels in defining and implementing origin products and GI related strategies, policies and technical cooperation programs</b>
	<ul style="list-style-type: none"> <li>○ Ms Emilie Vandecandelaere (FAO)</li> <li>○ Ms Hélène Ilbert &amp; Ms Anna Antonelli (CIHEAM)</li> <li>○ Discussant: Ms Francesca Toso (WIPO)</li> </ul>
<b>11.00</b>	<b>COFFEE BREAK</b>
<b>11.20</b>	<b>TOPIC 2: Setting up GIs: mobilizing producers and local stakeholders, need of collective organization and setting up rules (code of practices)</b>
	<ul style="list-style-type: none"> <li>○ Mr Sorinel Ghetau (UCODEP)</li> <li>○ Mr Pascal Bernardoni (SEEDDEV)</li> <li>○ Discussant: Prof. Zoubida Charrouf</li> </ul>
<b>11.45</b>	<b>TOPIC 3: Mobilizing institutions: cooperation between intellectual property and agri- cultural institutions, and the inter-institutional project steering group. Implementers privileged institutions involved in the conceptual design of a project pilot phase</b>
	<ul style="list-style-type: none"> <li>○ Ms Irenka Krone (SECO)</li> <li>○ Mr Ingo Meitinger (IPI)</li> <li>○ Discussants: Ms Urszula-Maria Stepkowska (DG-AGRI)</li> </ul>
<b>12.15</b>	<b>TOPIC 4: GIs and the link to the market: type of market (local, national, international), market growth perspectives, promotion strategies, financing, etc.</b>
	<ul style="list-style-type: none"> <li>○ Ms Marie-Cécile Thirion (AFD)</li> <li>○ Mr Damergi Chokri (INAT)</li> <li>○ Discussant: Ms Sophie Révion (AGRIDEA)</li> </ul>
<b>12.40</b>	<b>FINAL QUESTIONS, MORNING SYNTHESIS.</b>
	<ul style="list-style-type: none"> <li>○ Ms Dominique Barjolle (AGRIDEA)</li> <li>○ Mr Milos Milovanovic (MAFWM-Serbia)</li> </ul>
<b>13.00</b>	<b>LUNCH</b>

<b>Afternoon Session: Exchange on Potential Cooperation Projects</b>	
<b>14.30</b>	<b>EXCHANGE SESSION:</b> Recognized and potential impact of projects/programs related to geographical indications and origin-linked products
	<ul style="list-style-type: none"> <li>○ Mr Peter Damary (AGRIDEA)</li> </ul>
<b>15.10</b>	<b>EXCHANGE SESSION: Needs and potential projects in GI related fields.</b>
	<ul style="list-style-type: none"> <li>○ Mr Massimo Vittori (oriGIn)</li> </ul>
<b>17.00</b>	<b>FINAL SYNTHESIS AND CLOSING SPEECHES</b>
	<ul style="list-style-type: none"> <li>○ Mr Massimo Vittori (oriGIn)</li> <li>○ Ms. Florence Tartanac (FAO)</li> </ul>
<b>17.30</b>	<b>CLOSING OF THE MEETING</b>