



Organization for an International
Geographical Indications Network



agrIdea
DEVELOPING
AGRICULTURE AND
RURAL AREAS

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

11 June 2010

Geographical Indications are a tool for protecting intellectual property rights over names associated with local specific quality products, as well as a tool for market access and rural development in developing countries. The relevance of the use of this tool has been growing over the last years and several cooperation programs have been initiated. These initiatives have been taken at different levels, involving different donors.

In order to better formulate, implement and measure impacts of such programs, several actors have expressed their need for sharing experiences and best practices.

Against this background FAO, oriGIn and AGRIDEA are jointly organizing an expert meeting to share experiences and discuss areas of collaborations. The meeting will be held the 11th of June 2010 in Geneva (Switzerland).

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

The one-day meeting will address the following issues:

1. According to participants experience what are the best project practices and lessons learnt? Four key discussion topics have been identified:
 - Topic 1:** Integrating local, national and regional levels in defining and implementing origin products and GI related strategies, policies and technical cooperation programs;
 - Topic 2:** Setting up GIs: mobilizing producers and local stakeholders need of collective organization and setting up rules;
 - Topic 3:** Mobilizing institutions: cooperation between sectors (in particular intellectual property and agricultural institutions), and the inter-institutional project steering group.
 - Topic 4:** GIs and the link to the market: type of market (local, national, international) market growth perspectives, promotion/advertising strategies and financing, etc.
2. What are the main impacts and outputs of the projects and how to measure them?
3. How strengthen cooperation and coordination among stakeholders to address the demands and needs in the countries?

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