

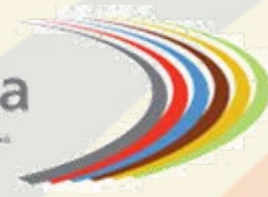


oriGIn

Organisation for an International
Geographical Indications Network



DEVELOPING
MANAGEMENT AND
RURAL AREAS



***Expert meeting on technical cooperation programs related to origin
products and geographical indications
11 June 2010***

Objectives of the seminar :

knowledge sharing and enhancing
synergies

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

Issues addressed

1. according to the experiences, what are the **best practices and lessons learnt**?
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?

1- Best practices and lessons learnt

Introduction with the results of a study about international cooperation.

4 topics have been identified with regard to best practices. For each one, some participants will present their experiences and lessons learnt to be discussed and to bring to some conclusions:

- **Topic 1:** integrating local, national, and regional levels in defining and implementing origin-linked 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

This will be discussed this morning and synthesized before lunch

2- Main impacts and outputs

- many studies and assessments have been made, generally based on case studies, in Europe as the cases are older, but also many case studies in developing countries (but they are recent and it is difficult to assess impacts on a short term)
- there are success stories but also cases where there are few or no effects or even negative effects
- need to consolidate the knowledge, interest of putting together our results:
 - impacts on economic, social environment
 - cost and benefits
 - etc...

This will be discussed at the beginning of the afternoon, taking into account the discussion of the morning

3- Major needs and possible synergies

- Exchanges in order to make an inventory of needs, demands, and proposals for joint-actions
 - we already received some expectations and propositions from the participants, thank you!
- Discussion on perspectives?
- for example: technical cooperation projects, formalizing a network/forum, organizing a regional or international conference, etc.