



FAO SIDE EVENT AT 23RD COAG

TUESDAY 22 MAY, 17:30-19:00, IRAN ROOM

ORIGIN-LINKED QUALITY: A TOOL FOR SUSTAINABLE DEVELOPMENT?

MOROCCO, BRAZIL AND GUINEA PRESENT THEIR EXPERIENCE

17.30

Come and see our publications and try some typical food products from Morocco, Guinea, Sierra Leone, Brazil, France, and Italy.

17.45

Opening:

*HE Mrs Bérengère Quincy, Ambassador, Permanent Representative of France to FAO
Mr. Modibo Traoré, Assistant Director General, Agriculture Department of FAO*

17.55

Presentations of Countries experience, introduced by the Project coordinator, *Emilie Vandecandelaere*:

Role of geographical indications (GIs) in the sustainable development in Morocco: their place in the Plan Maroc Vert (“Green Morocco”), Lahcen Kenny, Institut Agronomique et Vétérinaire Hassan II and AgroTech Director

Brazil: importance of preserving heritage and culture linked to an origin-linked product: the example of the «guarana of Satawé Mahé», Beatriz de Assis Junqueira, Coordinator for geographical indications for agricultural products at Ministry of agriculture, livestock and supply

Guinea: importance of identifying and qualifying origin-linked products for rural development in Africa, the case of Kindia region, Marie Antoinette Haba, GI focal point at Ministry of agriculture

18.30

Discussion

19.00

Closing remarks followed by the tasting of traditional food products

Moderated by Barbara Burlingame

In French, English and Spanish

