**International Conference on Geographical Indications and Collective Trademarks in the context of Gastronomy and Tourism**

**Geographical Indications and Collective Trademarks: Tradition, Quality and Identity for Sustainable Competitiveness**

**Date**: 25 – 26 November 2024

**Venue**: Congress Centre Brdo

**Organizer**: Slovenian Intellectual Property Office (SIPO)

**Collaborators/Participating**: Ministry of the Economy, Tourism and Sport, Ministry of Agriculture, Forestry and Food, Slovenian Tourist Board, World Intellectual Property Organization (WIPO), European Union Intellectual Property Office (EUIPO), European Commission, various European national IP offices

#### ****Monday, 25 November 2024****

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| ****08:30 - 09:00**** | ****Registration and welcome coffee**** | |
| ****09:00 - 09:30**** | ****Opening ceremony**** | **Welcome Address: Karin Žvokelj**, Director, SIPO |
| **Special Address: Matjaž Han**,Minister of the Economy, Tourism and Sport |
| **Special Address: Daren Tang, Director-General, WIPO (pre-recorded video speech)** |
| ****09:30 - 09:45**** | ****Keynote speech**** | João Negrão, **Executive Director, EUIPO** |
| ****09:45 - 10:10**** | New legislation in the field of geographical indications | Kamil Kiljanski, **Deputy Director-General, Directorate-**General for Internal Market, Industry, Entrepreneurship and SMEs at the European Commission |
| ****10:10 – 10:40**** | Overview of the Lisbon system for the international protection of geographical indications | ****Matteo Gragnani,** Legal Officer, Lisbon Registry, Department for Trademarks, Designs and Geographical Indications, WIPO** |
| ****10:40 – 11:00**** | Procedures and tools for non-agriculturalgeographical indications | **Katarina Kompari, Head of the Legislative Affairs Service (acting),**  **Legal Affairs Department, EUIPO** |
| ****11:00 – 11:10**** | Geographical indications and collective trademarks in the handicrafts sector: possibilities and opportunities | Karla Pinter, Director-General, Internal Market Directorate, Ministry of the Economy, Tourism and Sport |
| ****11:10 - 11:30**** | ****Coffee break and networking**** | |
| ****11:30 - 12:30**** | The role of non-agricultural geographical indications in promoting tourism and local culture (panel discussion) | Moderator: Virag Halgand, Head of Section for Central European and Baltic States Countries and Mediterranean Countries, Division for Transition and Developed Countries (WIPO) |
| Ana Bandeira, President of the Directive Council, Portuguese Institute of Industrial Property (PT) |
| Josef Kratochvil, President, Industrial Property Office of the Czech Republic (CZ) |
| Milica Adamović, Head of Group for Industrial Design and Geographical Indications, Intellectual Property Office of the Republic of Serbia (SRB) |
| Antoine Ginestet, Deputy Director General, French Patent and Trademark Office (FR) |
| Mojca Kušej, Head of Trademark, Design and Geographical Indications Division, Slovenian Intellectual Property Office (SI) |
| ****12:30 - 13:30**** | ****Lunch break**** | |
| ****13:30 - 15:00**** | **Success stories and best practices of non-agricultural geographical indications (panel discussion)** | **Moderator: Massimo Vittori**, Managing Director, oriGIn - Organization for an international geographical indications network |
| **Metka Fortuna**, Idrija lace (SI) |
| **Licia Cutroni**, Technologist, National Research Council - Institute of Heritage Science in representation of Le Mani di Napoli (IT) |
| **Daniel Martins**, Head of Tourism Division at Gondomar Municipality,  Filigrana Portugal (PT) |
| **Audrey Aubard**, Secretary General of the French Federation for Industrial and Handicraft GIs (FR) |
| **Pavel Tvrzník,** Chairman of the Board, Granát Turnov (CZ) |
| ****15:00 - 16:15**** | Collective trademarks in the field of gastronomy and tourism – insights and challenges | Moderator: Marjana Grčman |
| Doris Urbančič Windisch, Head of the Tourism Development Division, Tourism Directorate, Ministry of the Economy, Tourism and Sport (SI) |
| Mojca Kušej, Head of Trademark, Design and Geographical Indications Division, Slovenian Intellectual Property Office, (SI) |
| Tanja Lešnik Štuhec, *Izvorno slovensko* collective trademarks’ network (SI) |
| Klemen Langus, Bohinjsko collective trademark (SI) |
| **Lucía Cortiñas García**, Head of Quality and Technical Coordination Area, Spanish Patent and Trademark Office (ESP) |

#### ****Tuesday, 26 November 2024****

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| ****08:30 - 09:00**** | ****Registration and welcome coffee**** | |
| ****09:00 - 09:10**** | ****Welcome address**** | Mateja Čalušić, Minister of Agriculture, Forestry and Food |
| ****09:10 – 09:30**** | **Agricultural geographical indications** | Lara Habič, Ministry of Agriculture, Forestry and Food |
| ****09:30 – 10:00**** | **Collective and certification mark, the EUIPO perspective** | Brice Laugier, Business Operations Department, EUIPO |
| ****10:00 - 11:20**** | Protecting agricultural geographical indications: challenges and opportunities in the field of gastronomy and tourism (panel discussion) | Moderator: Matteo Gragnani, Legal Officer, Lisbon Registry, Department for Trademarks, Designs and Geographical Indications (WIPO) |
| Vincenzo Carrozzino, Italian Ministry of Agriculture (IT) |
| **Bridget Rees**, Deputy Divisional Director,  Secure Trade Marks & Designs, UK Intellectual Property Office (UK) |
| Ana Le Marechal Kolar, Director General, Food and Fisheries Directorate, Ministry of Agriculture, Forestry and Food (SI) |
| Edyta Całka, associated professor, Maria Curie-Skłodowska University (PL) |
| ****11:20 – 11:50**** | ****Coffee break and networking**** | |
| ****11:50 – 13:00**** | **Best practices in agricultural geographical indications: case studies (panel discussion)** | **Moderator: Massimo Vittori**, Managing Director, origin (Organization for an international geographical indications network) |
| **Vida Motaln, Pumpkinseed oil (SI)** |
| **Jure Grubar, Cviček wine (SI)** |
| **Alberto Ribeiro de Almeida, Porto and Douro Wines Institute (PT)** |
| **Peter Molnar, Tokaj Council of Wine Communities (HU)** |
| **Flavio Innocenzi, Director of the Asiago Cheese Consortium (IT)** |
| **Marie Leroy, ODG Camembert de Normandie (FR)** |
| ****13:00 – 14:00**** | ****Lunch break**** | |
| ****14:00 – 15:30**** | **The added value of agricultural geographical indications: elevating gastronomic tourism (panel discussion)** | **Moderator: Marjana Grčman** |
| **Janja Viher**, Gostilna Slovenija (SI) |
| **Grega Repovž**, JRE (SI) |
| **Barbara Zmrzlikar,** Head, Research and development division, Slovenian Tourism Board (SI) |
| **Gašper Puhan,** Teden restavracij, JRE (SI) |

### ****Side Exhibitions:****

**Lace Exhibition:** Featuring GI protected lace from various countries

**GI Product Exhibition:** Showcasing products with Geographical Indications