



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

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 (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-agricultural geographical 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, Craft GI policy officer, 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 Denomination of Origin Committee, Idrijska lace (SI)

Daniel Martins, Head of Tourism Department of the Municipality of Gondomar, 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)

Licia Cutroni, Technologist, National Research Council - Institute of Heritage Science in representation of Le Mani di Napoli (IT)

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)

Dr. 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)

John Nolan, Head of Trademarks and Designs Examination, Intellectual Property Office of Ireland

Tuesday 26 November 2024

08:30 - 09:00 **Registration and welcome coffee**

09:00 - 09:10 **Welcome address** **Mateja Čalušič**, Minister of Agriculture, Forestry and Food

09:10 - 09:30 **Agricultural geographical indications** **Lara Habič**, Food and Fisheries Directorate, Food Sector,
Polona Grahovac, Head of the Sectoral Development Plans Unit, Directorate for Agriculture, 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)
Federico Desimoni, Consortium of Aceto balsamico di Modena, on behalf of the Ministry of Agriculture, Food Sovereignty and Forests (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)
Dr. 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, Štajersko Prekmurje Pumpkin Seed Oil (SI)
Jure Grubar, Director of Agricultural Cooperative Krško, 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