Executive Workshop on Geographical Indications for Least-Developed Countries (LDCs)

08 - 09 October 2018

Florence, European University Institute
Monday 08 October 2018

09:00 - 09:10 Welcome statement by the EUI and UNCTAD

09:10 – 09:20 Opening remarks by Mr. Ghislain KONGBO-NGOMBE, Permanent Mission of the Central African Republic to the United Nations Office and other international organizations in Geneva, Coordinator of the WTO LDC Group

09:20 – 09:30 Opening statement by Mr. Nico FRANDI, Counselor, Permanent Representation of Italy to the International Organizations in Geneva

**Item 1:** Assisting LDCs in promoting traditional products and territories through the use of Geographical Indications

09:30 – 10:00 Why Geographical Indications for LDCs? The UNCTAD vision, strategy and action
Mr. Stefano INAMA, UNCTAD

10:00 – 10:15 Interactive discussion

10:15 – 10:45 Impact of GIs on Poverty and Rural Development: evidences and issues of evaluation
Prof. Giovanni BELLETTI, University of Florence
Prof. Andrea MARESCOTTI, University of Florence

10:45 – 11:00 Interactive discussion

11:00 – 11:15 Coffee break

**Item 2:** Geographical Indications: concept and implementation process

11:15 – 12:00 The concept of Geographical Indications and marketing of traditional products
Dr. Euloge VIDEGLA, Comité IG, Benin

12:00 – 12:15 Interactive discussion

12:15 – 12:45 Geographical Indications as a development tool: the experience of Kampot Pepper
H.E. Mr. Bunthon THAY, Ambassador, Permanent Mission of the Kingdom of Cambodia to the United Nations Office and other International Organizations in Geneva

12:45 – 13:00 Interactive discussion
13:00 – 14:00  Lunch break

14:00 – 14:45  Initiating the implementation process of Geographical Indications
importance of producer’s association, government support and
coordination, Book of Specifications
**Dr. Euloge VIDEGLA**, Comité IG, Benin

14:45 – 15:00  Interactive discussion

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<th>Item 3: <em>Technical assistance for Geographical Indications in LDCs</em></th>
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15:00 – 15:30  The protection of Geographical Indication at the national or regional
level: The Geographical Indication sui generis system, the trademark
system and other legal means
**Ms. Alexandra GRAZIOLI**, WIPO

15:30 – 15:45  Interactive discussion

15:45 – 16:00  Coffee break

16:00 – 16:30  The protection of Geographical Indications at the international level: the
Lisbon and the Madrid Systems and other international means of
protection
**Ms. Alexandra GRAZIOLI**, WIPO

16:30 – 16:45  Interactive discussion

16:45 – 17:15  The trade and development aspects of Geographical Indications and their
treatment in WTO and FTAs
**Mr. Stefano INAMA**, UNCTAD

17:15 – 17:30  Interactive discussion
Item 3:  *Technical assistance for Geographical Indications in LDCs (continued)*

09:00 – 09:30  The Quality and Origin Program: FAO tools and assistance  
*Ms. Sibylle SLATTERY*, FAO

09:30 – 9:45  Interactive discussion

9:45 – 10:15  Mainstreaming GIs in Trade Policies – Experience of Diagnostic Trade Integration Studies  
*M. Stefano INAMA*, UNCTAD

10:15 – 10:30  Interactive discussion

10:30 – 10:45  Coffee break

10:45 – 11:15  The Continental Strategy for Geographical Indications in Africa  
*Ms. Sibylle SLATTERY*, FAO  
*M. Stefano INAMA*, UNCTAD

11:15 – 11:30  Interactive discussion

Item 4:  *Country experiences: challenges and success stories in promoting traditional products in selected LDCs through Geographical Indications*

11:30 – 12:15  La promotion des Indications Géographiques au Bénin: un état des lieux  
*Dr. Euloge VIDEGLA*, Comité IG, Bénin

12:15 – 12:30  Interactive discussion

12:30 – 13:00  Roundtable with  
*M. Stefano INAMA*, UNCTAD  
*Dr. Euloge VIDEGLA*, Comité IG, Bénin  
*Ms. Alexandra GRAZIELI*, WIPO  
*Ms. Sibylle SLATTERY*, FAO

13:00 – 13:15  Conclusion on the way forward

13:15 – 14:15  Lunch break