

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

**UNCTAD**



**Voices from rural communities in Least Developed Countries:  
Promoting traditional food products and the territory through  
*"made in"* initiatives and geographical indications**

*23-24 October 2014*

**Programme**

Turin, Italy



11:15-11:45 Registration

***Opening Session***

11:45 - 12:00 Welcome statement by **Mr. Amedeo TETI**, Director General for International Trade Policy, Ministry of Economic Development

12:00 - 12:10 Opening statement by **Mr. Stefano INAMA**, Chief of Technical Cooperation and Enhanced Integrated Framework, Division for Africa, Least Developed Countries and Special Programmes, UNCTAD

12:10 - 12:20 Opening remarks by **Dr. Giuseppe SALLEMI**, Director of Communications, Italian Ministry of Agricultural, Food and Forestry Policies (Mipaaf).

12:20 - 12:30 Opening statement by **Mr. Paolo DI CROCE**, Slow Food Secretary General

***Item 1: Promoting traditional products and territories through international trade laws and techniques***

***This session will discuss how trade laws like geographical indications or branding techniques linked to the concept of "made in" may assist the rural communities in promoting their products, enter value chains while preserving their territorial integrity and biodiversity***

***Moderator:*** UNCTAD

12:30 - 12:50 *The use of international trade laws and techniques to promote and preserve traditional products and territories in Least Developed Countries*  
**Mr. Stefano INAMA**, UNCTAD

12:50- 13:10 *An Italian experience in promoting and protecting the product and the territory in challenging environments: The Pachino Tomatoes Cooperative in Sicily*  
**Mr. Giuseppe FAILLA**, Marketing & Business Development Leader, FARO Cooperative

13:10 - 13:30 Interactive discussions

**13:30 -14:40 Lunch break**

14:40 - 15:00 *Promoting the products and the preserving the territorial identity: The viewpoint of a practitioner*  
**Prof. Maurizio CANCELLI**, Agrarian Community of Cancelli

15:00 - 15:20 Interactive discussions

**Item 2: Country experiences: Challenges and success stories in promoting traditional products in selected Least Developed Countries through geographical indications and “Made In” initiatives**

*This session is intended to provide detailed information - from a national perspective - on the challenges that different communities have experienced in promoting their traditional products and how geographical indications or other initiatives have helped in adding more value to their products*

**Moderator:** UNCTAD

- 15:20 - 15:45 *The Cambodia experience on promoting the Kampot pepper*  
**Ms. Anna HIM**, President, Starling Farm,  
**Mr. Reasey LAO**, Chief of Bureau of Geographical Indications and Trade Secret, Department of Intellectual Property (DIP), Ministry of Commerce  
**Mr. Visidh KOUM**, Representative of the Kep Crab Community
- 15:45 - 16:00 Interactive discussions
- 16:00 -16:30 Coffee Break**
- 16:30 -16:55 *The Mozambique challenges in getting Geographical indications of the white prawns of Mozambique*  
**Ms. Luísa Spiros MANUEL**, Representative of fishermen community  
**Mr. Dilip RAMGI**, Counsellor  
**Mr. Erminio Inácio JOCITALA**, UNCTAD Consultant
- 16:55 -17:20 *The Vary Malady and Rojofotsy rice of Alaotra lake, Madagascar: overcoming difficulties*  
**Mr. Jules RANDRIANARIVELO**, Head of rice community  
**Mr. Xavier RAKOTONJANAHARY**, UNCTAD Consultant  
**Mr. Heriniaina RASOAMIARAMANANA**, Producer
- 17:20 -18:00 Interactive discussions and comments

**Friday, 24<sup>th</sup> October 2014**

- 11:30- 11:55 *Imraguen Women’s Mullet Botargo, Mauritania: upgrading health requirements and undertake steps for Geographical indications promotion*  
**Mrs. Mariem AHMEDSALEM**, Head of Botargo community,  
**Mrs. Fatma KHLIL**, Producer,  
**Mrs. Twilet Lemer MANE**, Producer
- 11:55 - 12:20 *The Harenna Forest Wild Coffee, Ethiopia: steps toward branding*  
**Mr. Aliyi Ibrahim ADAM**, Harenna Coffee community,  
**Mr. Minilik Habtu ENDALE**, Chief of Delegation  
**Mr. Tehir Saluh HASSEN**, Harenna Coffee community  
**Mr. Roba BULGA JILO**, Slow Food coordinator in Ethiopia

- 12:20 -12:45 *The Red Rice from Bhutan: how to get a start-up*  
**Mr. ZEKO**, Department of Trade, Export promotion division, Ministry of Economic Affairs  
**Mr. Gyem DORJI**, producer of Red rice  
**Mr. UGYEN**, Manager BioBhutan
- 12:45 -13:30 Interactive discussions and comments
- 13:30 -14:30 Lunch break**
- 14:30 -14:55 *The Laos experience*  
**Mr. Sirisomphou DOUANGKHAM**, Producer:  
Southern Lao Farmers Group cooperative of 100 families produces green and golden tea for local consumption and export.  
**Mrs. Manohak DENGKAYAPHICHITH**, Producer  
Jhai Coffee Farmers Cooperative (JCFC) of around 600 farmers is the organization of local farmers aimed to help the coffee farmers to get rid of the middle men, to own, to grow, to process and to sell their coffee products by themselves.
- 14:55 -15:20 *The Senegal experience on juice fruits from the Casamance region*  
**Mr. Modou MBA YE**, Chief of delegation, ANCAR,  
**Mrs. Aramatoulaye DIATTA**, Representative of the Women community of Casamance  
**Mrs. Mariama SONKO**, Representative of the Women community of Casamance
- 15:20 -16:00 Interactive discussions and comments
- 16:00 -16:30 Coffee Break**

### *Closing Session*

**Item 3: Round table: Reflections on the lessons learned from the rural communities and a possible way forward to further assist them in promoting their products through geographical indications and related techniques**

*This session will explore the various options and modalities on how International community could develop mechanisms and modalities to assist the rural communities in the LDCs to promote their traditional products while preserving their identity and biodiversity*

- 16:30-17:30 Interactive discussions
- UNCTAD
  - Slow Food
  - FAO
  - Country Representatives
  - Donors
  - Private sector representative

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