



**Making Geographical Indications work for Rural Communities
in selected Asian Countries: Identify Products and Drafting of
Disciplinary for Geographical Indication Registration**

11–12 December 2014

Programme

Ministry of Commerce

Russian Federation Blvd, Toeuk Thla Village, Sangkat Toeuk Thla, Khan Sen Sok

Phnom Penh, Cambodia

Thursday, 11 December 2014

08:30 – 09:00 Registration

Opening Session

09:00 – 09:15 Welcome statement by **H.E Mr. OUK PRACHEA**, Secretary of State Ministry of Commerce, Cambodia

09:15 – 09:30 Opening statement by **Mr. Stefano INAMA**, Chief, Division for Africa, Least Developed Countries and Special Programmes, UNCTAD

09:30 – 09:45 Opening statement by **Mr. Stephane PASSERI**, FAO-AFD Project on the Promotion of Rural Development through Development of Geographical Indications at regional level in Asia

09:45 – 10:00 Coffee break

Item 1: *Identifying and registering traditional products under Geographical Indication: what it takes and the steps to be undertaken*

This session will discuss the process of registering a product under GI and how to work with the rural communities in drafting the disciplinary of production.

Moderator: *Cambodia Official*

10:00 – 10:30 *The experience of UNCTAD in assisting rural communities in LDCs drafting the disciplinary for geographical indications*
Mr. Stefano INAMA, UNCTAD

10:30–10:45 Interactive discussions

10:45– 11:15 *FAO tools and assistance in the ASIAN region*
Mr. Stephane PASSERI, FAO-AFD Project on the Promotion of Rural Development through Development of Geographical Indications at regional level in Asia

11:15 – 11:30 Interactive discussions

11:30 – 12:00 *Identifying the products and preserving the territorial identity: The viewpoint of a practitioner*
Mr Surip MAWARDI, Indonesian Coffee and Cocoa Research Institute

12:00 – 12:15 Interactive discussions

12.15 – 12:45 *What GI has meant for a rural producer in Cambodia: A testimony*
Ms. Him ANNA, CEO, Starling Farm

12:45 – 13:00 Interactive discussions

13:00 –14:30 Lunch break

Item 2: *Identifying and registering traditional products under Geographical Indication: an institutional perspective*

This session will address the process of registering a product under GI from an institutional perspective. It will discuss the lessons learned from (a) administering GIs, (b) the registration of products from the rural communities, and (c) drafting the disciplinary of production.

- 14:30 – 15:00 *The experience of Vietnam in establishing a GI office and managing the registration of GIs*
Ms. Delphine MARIE-VIVIEN, CIRAD Independent expert
- 15:00 – 15:30 *The current situation in Myanmar concerning geographical indications*
Dr. Moe Moe THWE, Deputy Director, Head of Intellectual Property Section, Ministry of Science and Technology
- 15:30–16:00 Interactive discussions
- 16:00–16:30 *The Cambodian experience*
Mr. Reasey LAO, Deputy Director, Department of Intellectual Property (DIP), Ministry of Commerce
- 16.30–17:00 *The Laos experience in setting up the necessary mechanism for GIs: the needs and the challenges*
Dr. Khanlasy KEOBOUNPHANH, Director General, Department of Intellectual Property Rights, Lao PDR
- 17:00–17:30 Interactive discussions

Friday, 12 December 2014

Item 3: *Challenges and success stories in drafting disciplinary for Geographical Indication registration: the point of view from rural communities on the challenges, opportunities and lessons learned*

This session is intended to provide detailed information – from an institutional and rural communities perspective – on the challenges that Institutions and 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

- 09:00 – 09:30 *The Cambodia experience on promoting the Kampot pepper*
Mr. Ngoun LAY, President of Kampot Pepper Promotion Association (KPPA)
- 09:30 – 10:00 *The challenges in getting Geographical indications for the white prawns of Mozambique*
Ms. Pramila CRIVELLI, UNCTAD

- 10:00 – 10:30 Interactive discussions
- 10:30 – 11:45 Coffee Break
- 11:45 – 12:15 *The Red Rice from Bhutan: how to get a start-up*
Mr. Dorji DHRADHUL, Director, Department of Agricultural Marketing and Cooperatives, Ministry of Agriculture and Forests of Bhutan
- 12:15 – 12:30 *The Pink rice of Madagascar: overcoming difficulties*
Ms. Pramila CRIVELLI, UNCTAD
- 12:30 – 13:00 Interactive discussions and comments
- 13:30 – 14:30 Lunch break
- 14:30 – 15:00 *The law and practice of enforcement of GIs in Asia and Europe: some specific cases*
Mr. Fabrice MATTEI, Attorney, de Rouse & Co Law Firm
- 15:00 – 5:30 *The Ethiopia Hareenna Coffee community: the steps toward branding*
Mr. Aklile Mitiku HABTEMARIAM, International Consultant Geneva, Switzerland
- 15:30 – 16:00 Interactive discussions and comments
- 16:00 – 16:30 *The Laos experience with coffee*
Mr. Sirisomphou DOUANGKHAM, Producer
- 16:30– 16:40 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 Asia to promote their traditional products while preserving their identity and biodiversity

Moderator: ***To be confirmed***

- 16:40 – 17:30 Interactive discussions
- UNCTAD
 - FAO
 - Country Representatives
 - Donors
 - Private sector representative
