

You are invited!

PURAVIDA

COSTA RICAN SEAFOOD & AQUACULTURE

Launch and Training



Join us LIVE online

November 11 at 8:00 a.m. (Costa Rica local time)

This collective mark will help consumers identify the quality of fishery and aquaculture products as well as the manner in which they were caught and processed. “Pura Vida Costa Rican Seafood & Aquaculture” will be an important mark for consumers both nationally and internationally.

The link to the
livestream:



<https://www.youtube.com/watch?v=riWJmSzJImU>



Benefits of using the Pura Vida collective mark:

- Give visibility to the fisherfolks and producers involved in the production processes.
- Highlight the origin of the products and the use of fishing and processing practices that are environmentally friendly, sustainable, and socially responsible.
- Demonstrate the safety and quality of products and business processes.

Who can join and use it?

- Natural persons (individuals) or legal entities who are active members of the National Chamber of Fishery and Aquaculture Products Companies Association (CANEPP).



Event Schedule

1

8:00 AM a 8:30 AM

Registration

8:30 AM a 9:30 AM

- Official opening
- Welcoming remarks:
- **Sra. Ana Victoria Paniagua Prado**, Executive Director of National Chamber of Fishery and Aquaculture Products Companies (CANEPP), collective trademark administrator.
- **Sr. Daniel Carrasco Sánchez**, President of the Costa Rican's Fisheries and Aquaculture Institute (INCOPECA).
- **Sr. Andrés Valenciano Yamuni**, of Ministry of Foreign Trade, Costa Rica (COMEX)
- **Sra. Rebeca Grynspan Mayufis**, Secretary-General of the United Nations Conference on Trade and Development (UNCTAD).
- **Sr. Vladimir Jares**, Director of Division for Ocean Affairs and the Law of the Sea (DOALOS)
- **Allegra Baiocchi**, Coordinadora Residente de la ONU, Naciones Unidas

9:30 AM - 9:45 AM

- Presentation of participants

9:45 AM - 10:00 AM

Coffee break

2

10:00 AM - 10:20 AM

Training module #1

- The Oceans Economy and Trade Strategies: Key findings and action plans

Moderators:

David Vivas Eugui, Legal Officer, UNCTAD
Fernando Cabrera Diaz, Legal Officer of DOALOS

- Q&A by stakeholders

10:20 AM-12:30 PM

Training module #2

- What is a collective mark?

Trainer:

Jaime Mora Hernández, COMEX

Q&A by stakeholders

12:30 PM - 1:30 PM

Lunch

3

1:30 PM - 3:00 PM

Training module #3

- Applicable regulations for the sustainable collective fish and seafood mark for Costa Rica

Trainer:

Eduardo Rojas Piedra, Intellectual property Consultant

- Collective mark administrators: scope and responsibilities.

Trainer:

Ana Victoria Paniagua Montero, CANEPP Executive Director

- Q&A by stakeholders

3:00 PM - 3:15 PM

Coffee break

4

3:15 PM- 5:00 PM

Training module #4

- Collective mark guidelines: logo and graphic components
- Trademark book: specific uses and conditions.
- Uses and cases of use of the collective mark.
- Marketing strategy, scopes and channels.

Trainer:

Adriana Álvarez Oloso, Marketing Consultant

- Q&A by stakeholders

5:00 PM - 7:00 PM

Brand launch event and press conference

Speakers:

- **Sr. Andrés Valenciano Yamuni**, Ministry of Foreign Trade, Costa Rica.
- **Sra. Ana Victoria Paniagua**, Executive Director of National Chamber of Exporters of Fishery and Aquaculture Products (CANEPP), collective trademark administrator.
- Collective mark presentation uses and scope: **Sr. Daniel Carrasco Sánchez**, President of INCOPECA.
- **Sr. David Vivas Eugui**, Legal Officer, UNCTAD (video).
- **Sr. Fernando Cabrera Diaz**, Legal Officer of DOALOS (video).

