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).

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**Event Schedule**

1. **8:00 AM - 8:30 AM**  
   Registration

2. **8:30 AM - 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).  
     - 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

3. **9:30 AM - 9:45 AM**  
   Presentation of participants

4. **9:45 AM - 10:00 AM**  
   Coffee break

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**Training module #1**

**10:00 AM - 10:20 AM**  
- 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

**10:20 AM - 12:30 PM**  
**Training module #2**  
- What is a collective mark?  
  
*Trainer:*  
- Jaime Mora Hernández, COMEX

**12:30 PM - 1:30 PM**  
Lunch

**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

**3:00 PM - 3:15 PM**  
Coffee break

**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 Olaso, Marketing Consultant

**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 an Aquaculture Products (CANEPP), collective trademark administrator.  
- Collective mark presentation uses and scope: Sr. Daniel Carrasco Sánchez, President of INCOPESCA.  
- Sr. David Vivas Eugui, Legal Officer, UNCTAD (video).  
- Sr. Fernando Cabrera Díaz, Legal Officer of DOALOS (video).  

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