



Ministerio de Comercio Exterior  
COMEX



## Experiences in the use of distinctive signs and traceability systems in the fisheries sector of Costa Rica

Training Webinar of the UNCTAD-DOALOS project  
"Evidence based Oceans Economy and Trade Strategies"

Virtual format via MS Teams

**24 November 2020**

*Version of 28 Oct 2020*

|                     |   |
|---------------------|---|
| 9–9:10 a.m.         | Master of ceremony: COMEX representative  |
| 9:10–9:30 a.m.      | Introductory remarks <ul style="list-style-type: none"> <li>• <b>Dr. Daniel Carrasco, Executive Director, INCOPESCA.</b></li> </ul>   |
| 9:30–9:50 a.m.      | Traceability mechanisms for export of fishery products: <ul style="list-style-type: none"> <li>• <b>Msc. Ana Victoria Paniagua, Executive Director Chamber of the Exporters of Fishery Products Exporters (CANEPP)</b></li> </ul>   |
| 9:50–10:10 a.m.     | The use of Collective Marks for Agricultural products: advantages and implementation options <ul style="list-style-type: none"> <li>• <b>Dra. Ana María Pacón, intellectual property expert, consultant of the European Union</b></li> </ul>  |
| 10:10–10:30 a.m.    | Experiences in the use of sectoral brands linked to sustainability and in the introduction of traceability systems in the tuna value chain in Ecuador <ul style="list-style-type: none"> <li>• <b>Dra. Mónica Maldonado, Executive Director, Ecuadorian Chamber of Tuna Industries and Processors (CEIPA)</b></li> </ul>  |
| 10:30–10:50 a.m.    | Implementation of a collective brand for Costa Rican fishery products: process and phases: <ul style="list-style-type: none"> <li>• <b>Mr. Jaime Mora, COMEX</b></li> </ul>   |
| 10:50–11:10 a.m.    | Comments on dissertations and implementation. <ul style="list-style-type: none"> <li>• <b>Dr. David Vivas, UNCTAD</b></li> <li>• <b>Dr. Fernando Cabrera, UNDOALOS</b></li> <li>• <b>UNCTAD-DOALOS Consultants:</b> <ul style="list-style-type: none"> <li>○ <b>Dr. Eduardo Rojas, Legal Expert</b></li> <li>○ <b>Ms. Adriana Olaso, Brands and Marketing Expert</b></li> </ul> </li> </ul> |
| 11:10 pm – 11:40 pm | Q&A <ul style="list-style-type: none"> <li>• <b>Facilitator: Mr. Jose Centeno, INCOPESCA</b></li> </ul>   |
| 11:45 pm            | Closing   |