



MINISTRY OF JUSTICE, LEGAL AND
PARLIAMENTARY AFFAIRS OF ZIMBABWE



AFRICAN REGIONAL INTELLECTUAL
PROPERTY ORGANIZATION (ARIPO)



WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

SYMPOSIUM

WIPO/GEO/VFA/25/INF/1
ORIGINAL: ENGLISH
DATE: APRIL 24, 2025

Worldwide Symposium on Geographical Indications

organized

by the World Intellectual Property Organization (WIPO)

in cooperation with

the Companies and Intellectual Property Office of Zimbabwe (CIPZ), Ministry of Justice, Legal and Parliamentary Affairs

with the support of the African Regional Intellectual Property Organization (ARIPO)

Victoria Falls, Zimbabwe (hybrid), May 1 and 2, 2025
(Times are indicated in Zimbabwe Standard Time)

PROGRAM

prepared by the International Bureau of WIPO

Thursday, May 1, 2025

8.30 – 10.00 Registration

10.00 – 10.30 **Opening of the Worldwide Symposium on Geographical Indications**

Welcome Remarks by:

H.E. Professor Dr. Amon Murwira, Minister, Ministry of Foreign Affairs and International Trade, Harare, Zimbabwe

Ms. Wang Binying, Deputy Director General, Brands and Designs Sector, World Intellectual Property Organization (WIPO), Geneva, Switzerland

Mr. Daren Tang, Director General, WIPO, Geneva **(video)**

10.30 – 11.30 **High-level Segment**

Addresses by Special Invitees:

H.E. Mr. Norbert Mao, Minister, Ministry of Justice and Constitutional Affairs, Kampala, Uganda

H.E. Mr. Daouda Ngom, Minister, Ministry of Environment and Ecological Transition, Dakar, Senegal (TBC)

Mr. Bemanya Twebaze, Director General, African Regional Intellectual Property Organization (ARIPO), Harare

Mr. Denis Loukou Bohoussou, Director General, African Intellectual Property Organization (OAPI), Yaoundé, Cameroon

Family Photo

11.30 – 12.30 **Opening of the Exhibition**

12.30 – 14.30 Lunch Break

14.30 – 14.45 Keynote Address by:

Ms. Titilayo Adebola, Theme Coordinator, International Intellectual Property and Information Law, Director, Centre for Commercial Law, University of Aberdeen, Aberdeen, United Kingdom

14.45 – 16.00 **Session I – International and Regional Update on Geographical Indications**

The protection of geographical indications at the national, regional and international levels is under constant evolution. This panel will review new developments in different regions and in the Lisbon System of Appellations of Origin and Geographical Indications.

Moderator: Ms. Irene Calboli, Professor of Law, Texas A&M University School of Law, Fort Worth, Texas, United States of America and Academic Fellow and Visiting Professor, Singapore University of Social Sciences, Singapore

Speakers: Ms. Alexandra Grazioli, Director, Lisbon Registry, Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector, WIPO, Geneva

Ms. Beatrice Egulu, Policy Officer, Directorate of Agriculture and Rural Development, African Union Commission, Addis Ababa, Ethiopia

Ms. Nathalie Berger, Director, Competitiveness Coordination, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission, Brussels, Belgium

Mr. Benjamin Vallin, International Relations Officer, Directorate-General for Agriculture and Rural Development (DG AGRI), European Commission, Brussels, Belgium

Mr. Xaysomphet Norasingh, Chair, Association of Southeast Asian Nations (ASEAN) Working Group on Intellectual Property Cooperation (AWGIPC) and Director General, Department of Intellectual Property (DIP), Ministry of Industry and Commerce, Vientiane Province, Lao People's Democratic Republic

Q&A Session

16.00 – 16.30 Coffee Break

16.30 – 17.45 **Session II – Geographical Indications and Common Names**

This panel will address the topic of geographical indications and common names.

Moderator: Mr. Wolf Meier-Ewert, Counsellor, Intellectual Property, Government Procurement and Competition Division, World Trade Organization (WTO), Geneva, Switzerland

Speakers: Mr. Allen Johnson, Consultant, Consortium for Common Food Names (CCFN), Arlington, United States of America

Dr. Hazel Moir, Adjunct Associate Professor, Centre for European Studies (CES), Australian National University (ANU), Canberra, Australia

Mr. Massimo Vittori, Managing Director, Organization for an International Geographical Indications Network (oriGIn), Geneva, Switzerland

Mr. Alberto Ribeiro de Almeida, Professor, Lusíada University – Norte, Coordinator, Douro and Port Wine Institute (IVDP), Legal Department, Porto, Portugal

Q&A Session

18.00 Welcome Reception

Friday, May 2, 2025

9.00 – 10.00 Welcome coffee

10.00 – 10.30 Address by:

Ms. Wang Binying, WIPO, Geneva

Remarks and Introduction of Guest of Honor by:

H.E. Mr. Ziyambi Ziyambi, Minister, Ministry of Justice, Legal and Parliamentary Affairs, Harare

Keynote Addresses by Guests of Honor:

H.E. Dr. E.D. Mnangagwa, President of the Republic of Zimbabwe, Harare

10.30 – 11.45 **Session I – Geographical Indications and Tourism**

Geographical indications are increasingly associated with tourism. This session will look at the interaction between geographical indications and the tourism sector.

Moderator: Ms. Martha Chikowore, Consultant in Academic Development for IP, Innovation and Business, Harare, Zimbabwe

Speakers: Ms. Sandra Carvao, Director, Market Intelligence, Policies and Competitiveness Department, Responsible for Gastronomy and Rural Tourism, World Tourism Organization (UN Tourism), Madrid, Spain

Mr. Daniel Cavero Gamarra, Head, *Oficina de Estrategia de Imagen y Marca País, Comisión de Promoción del Perú para la Exportación y el Turismo (PROMPERÚ)*, Lima, Peru

Ms. Maialen Sarraude, Coordinator, *Syndicat du Piment d'Espelette AOP*, Espelette, France

Q&A Session

11.45 – 13.00 **Session II – Geographical Indications and Traditional Knowledge and Traditional Cultural Expressions**

Geographical indications share some characteristics with traditional knowledge (TK) and traditional cultural expressions (TCEs), such as the connection of intangible subject matter with local heritage or a specific locality. This Panel will present different experiences related to traditional cultural expressions (TCEs) and geographical indications, notably the protection of TCEs by means of geographical indications (GIs).

Moderator: Ms. Caroline Ncube, Professor of Law and NRF-DSI Research Chair, Intellectual Property, Innovation and Development, University of Cape Town, Cape Town, South Africa

Speakers: Mr. Idrissa Dommo Goro, Deputy Secretary General,
BÔGÔ DANBE Group, Bamako, Mali

Mr. Alfredo Rendón Algara, Representative, *El Instituto del Artesano Michoacano* (IAM), Mexico City, Mexico

Mr. Noynith Chanthamith, National Expert, Association Luang Prabang Silk, Luang Prabang, Lao People's Democratic Republic

Q&A Session

13.00 – 14.30 Lunch Break

14.30 – 15.45 **Session III – Geographical Indications Governance**

This panel will discuss various governance approaches to geographical indications and present how they work in practice and some of the challenges that they face.

Moderator: Mr. Marcus Höpperger, Senior Director, Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector, WIPO, Geneva

Speakers: Ms. Sun Mingxiang, President, Shandong Geographical Indication Industry Association, Jinan, Shandong Province, China

Mr. Paul Assande, Director General, Ivorian Office of Intellectual Property (OIP), Ministry of Industry and the Promotion of the Private Sector, Abidjan, Côte d'Ivoire

Mr. Mario Kalergis P., Expert Consultant on Seals of Origin and Competitive Differentiation Programs – Geographical Indication Advisor for *Oregano de la Precordillera de Putre*, Province of Parinacota, Region of Arica and Parinacota, Putre, Chile.

Q&A Session

15.45 – 16.15 Coffee Break

16.15 – 17.30 **Session IV – Geographical Indications and Sustainability**

In this session, panelists will explain the role of GIs in sustainability, in particular the potential positive effect of geographical indication production for promoting local sustainable development initiatives in rural regions.

Moderator: Ms. Valérie Pieprzownik, Expert on Geographical Indications, Food and Nutrition Division, United Nations Food and Agricultural Organization (FAO), Rome, Italy

Speakers: Mr. Péter Molnár, Institute Director and Associate Professor, Mathiász Institute of Viticulture and Oenology, University of Tokaj, Tokaj, Hungary

Ms. Anne Chetaille, Agriculture and Forest Team Task Leader,
Agence Française de Développement (AFD), Paris, France

Mr. Geraldo Mosimann Da Silva, Representative, Denomination
of Origin Andirá-Marau Indigenous Land, Sateré-Mawé
Indigenous People, Parintins, Brazil

Q&A Session

17.30 – 18.00 Closing Remarks by:

H. E. Mr. Norbert T. Mazungunye, Deputy Minister, Ministry of Justice, Legal
and Parliamentary Affairs, Harare

Ms. Wang Binying, WIPO, Geneva

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