

Geographical Indications

a way forward for local development

Dates and location

Monday 14th – Friday 25th of May 2007

[Château de Prangins](#)

1197 Prangins

Participants

Local development agents and experts

Officials from GI registration administrations (ministries or intellectual property offices)

Stakeholders from GI producer organizations, supply chains or inter-professional bodies

Context

Labeling food and artisan products with Geographical Indications (GIs) contributes to regional development, by facilitating the participation of local entrepreneurs in the regional, national or international markets, with their specific skills and know-how

Objectives

Participants will learn about:

The contributions of GI recognition to the development of GI supply chains

The conditions needed to ensure effective contributions to rural development

International rules and institutions governing the protection of GIs, and the current state of international negotiations

National legislations and institutions (Swiss and EU) concerning PDOs and PGIs, trademarks and indications of source

Regional and national policies for the support and promotion of rural development through GIs

International programs for the establishment and implementation of GI legislation

The different forms of collective organisation of GI producers and how they are managed

The methods for setting up of specifications for GI products

The importance of controls and certification to assure the authenticity of products to the consumers and methods to assure their efficiency

The specific marketing of GI products

Methods to create an inventory of products potentially eligible for recognition as GIs

programme



Eidgenössisches Institut für Geistiges Eigentum
Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

With the financial support
of the [SECO](#) and the [IPI](#)

Methods

This course will be based on interactive methods. Participants will be asked to present their experience, and work in groups on different case studies.

Presentation in class by experts, followed by meetings with important stakeholders of the international negotiations based in Geneva, national and local administrators of GI registrations, will give a good knowledge of the legislative framework.

Group field case studies based on the study of documents, interviewing the actors of the supply chains, producers, processors, directors of inter-professional bodies of GI products, will contribute to the in-depth study of real case situations.

Restitutions, debriefings and class room discussions will complete the interactive learning methodology.

Before the course

Participants will be asked to collect information concerning the situation of GIs in their country (current legislation, registered GIs, other potential GIs) and prepare a short presentation.

After the course

So as to assure a good transfer of the knowledge gained, participants will be asked make a study on return to their country ("home country study"). The topic of the study will depend on the specific interests of the participant (legislation, institutional support, a specific GI supply chain) and will be discussed with the course organisers before the end of the training. Once the report handed in and accepted, the participant will obtain a certificate.

Notice

The course will be held in English

Persons in charge

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Selection procedure

Given the limited number of places, candidates will be selected according to their personal dossiers. At the individual level, preference will be given to candidates with good English and French skills and who are seriously involved in a GI project. At the group level, importance will be given to diversity regarding the participants country, age, gender and type of activity in relationship with GIs.

Participation Fee

For all participants: CHF 1900

Accommodation and food: Those costs are included in the participation fee mentioned above

Grant: Candidates with little financial means may apply on the application form for a grant covering all expenses (accommodation and travel expenses included). Only a limited number of candidates will receive the grant (according to the selection procedure described above), the other ones will automatically be disqualified

Registration

Please fill in the [registration form](#)

Program for the first week (14th to the 25th of May)

Date	Presentations, activities	By
14thAM 9h-10h45	Introduction, presentation of the participants and short summary of national situations and expectations (10' each)	Peter Damary (AGRIDEA) Pascale Maizi (UMR Innov.) Participants
11h-12h	General introduction to the GI concept: history, link to the "terroir" and justification for special protection	Frédéric Brand (AGRIDEA)
12h-13h	General introduction to the stakes and questions related to the protection of GIs	Erik Thévenod-Mottet (AGRIDEA)
14thPM 14h-15h	Introduction to Switzerland (CH), to Swiss and European agricultural policies and markets (presentation of other tools)	Dominique Barjolle (AGRIDEA)
15h-15h30	The Swiss legal framework and institutions: GIs, trademarks and indications of source	Sonia Blind (IPI)
15h30-16h	Comparison with the situation in France	Diane Lacoste (Institut National de l'Origine et de la Qualité, INAO)
16h30-17h30	Round table (60')	Dominique Barjolle (AGRIDEA) Sonia Blind (IPI) Diane Lacoste (Institut National de l'Origine et de la Qualité, INAO)
15thAM 9h-10h30	Inventory of place-based products: purpose and methods	Stéphane Boisseaux (Inventory of the Swiss food heritage) Frédéric Brand (AGRIDEA)
10h45-11h15	Film: A first example of a GI supply chain organisation	Pascale Maizi (UMR Innov.) Peter Damary (AGRIDEA)
11h15-12h30	Group exercise: Identify the "link to the terroir" and which actors should be involved in the definition of the specifications ?	Pascale Maizi (UMR Innov.) Peter Damary (AGRIDEA)
15thPM 13h30-15h00	How to register a GI in Switzerland – procedures, content of the specifications, ect.	Jacques Henchoz (OFAG)
15h-17h	Presentation of national situations (1 st session, 2h)	6 Participants

16thAM 9h30-11h	Controls and certification – practical application	Corinne Couillerot (OIC Certification office)
11h15-12h30	Misuses of GIs: what defence-tools at the disposal of producers?	Bernard Klein (Cantonal chemist VD)
16th PM 14h-15h	Initiative "Rye bread of the Valais": the story of the supply chain (before and after the PDO registration)	Sophie Révion (Rural economics institute) Nelly Claezman (Association du Pain de seigle Valaisan AOC)
16h-18h	Field visit "Rye bread of the Valais": visit of a bakery and a mill	Marguerite Paus (Rural economics institute)
17thAM 9h-10h	Roles and structures of GI supply chain collective organisations (+ state support to interprofessional organisations)	Peter Damary (AGRIDEA)
10h15-11h30	Collective marketing (+ state support to sales promotion)	Martine Jacques-Dufour (Association suisse pour la promotion des AOC-IGP)
11h30-12h30	Guided tour of the Prangins Castle (Swiss national museum) and its gardens	
17 th PM 14h-15h00	Introduction to case studies (Gruyère & Damassine) and case study methodology	Pascale Maizi & Jean-Pierre Boutonnet (UMR Innov.)
15h00-16h00	Preparation of the case studies	Participants (in groups)
16h30-17h30	Presentation of national situations (2 nd session, 1h)	3 Participants
18 th AM 9h-10h	Protection of GIs: International context	Sonia Blind (IPI)
10h-11h15	Intellectual property rights: GIs, trademarks and indications of source – registration and conflicts	Sonia Blind (IPI)
11h30-12h30	Implementation of the Lisbon and Madrid agreements: the role of WIPO	Denis Cohen (WIPO) TO BE CONFIRMED

18 th PM 14h-16h30	Geographical indications in the WTO	Thu-Lang TRAN WASESCHA (WTO)
21 st All day	Case studies – field visits: Gruyère & Damassine	Peter Damary & Anna Klingemann (AGRIDEA)
22 nd AM 9h-12h	Case studies – field visits: Gruyère & Damassine	Peter Damary & Anna Klingemann (AGRIDEA)
22 nd PM 14h00-15h	Presentation of national situations (3rd session, 1h)	3 Participants
15h-17h	Preparation of the restitution	Participants (in groups)
23 rd AM 9h-11h	Restitutions and discussion of lessons learned / comparison with participant's cases	Participants (in groups)
11h15-12h30	To the point: a check-list of favourable conditions in which a GI protection could work and be useful	Erik Thévenod-Mottet & Frédéric Brand (AGRIDEA)
23 rd PM 14h-15h	Introduction to the "home country study": methodology and expectations	Peter Damary (AGRIDEA)
15h30-17h	Preparation of "home country study": Identification of the aspects to be deepened	Individually, in discussion with course coordinators
24 th AM 9h-10h	Impacts - theoretical considerations	Marguerite Paus & Sophie Révion (Rural economics institute)
10h15-11h15	Impacts – Case studies	Marguerite Paus & Sophie Révion (Rural economics institute)
11h15-12h30	Socioeconomic effects of GIs	Sarah Bowen (University of Wisconsin)
24 th PM 14h-17h30	Experiences in the establishment of protection frameworks for GIs: adapting to various social and institutional contexts	Dominique Barjolle (AGRIDEA) Erik Thévenod-Mottet (AGRIDEA) Denis Sautier (UMR Innov.)

Evening	Closing dinner in the presence of numerous personalities of the Swiss GI world and with opening remarks by M Luzius Wasescha, Swiss Ambassador to the international organisations in Geneva	All + guests
25 th AM 9h-12h30	Presentation of "home country study" and discussion	Participants
25 th PM 14h-15h30	Building GIs : Main considerations in a global economy - Wrap-up remarks	Dominique Barjolle (AGRIDEA) Denis Sautier (UMR Innov.)
16h-17h30	Conclusion, course evaluation, discussion of follow-up	Peter Damary (AGRIDEA)