

International Training Module

Geographical Indications

a way forward for local development

Dates and location

Monday 4th – Friday 15th of May 2009

[Château de Bossey](#)

45' from Geneva

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

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

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 poster.

Notice

The course will be held in English

Persons in charge

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Coordination team

Peter Damary, AGRIDEA Lausanne

Anna Perret, AGRIDEA Lausanne

Jean-Pierre Boutonnet, UMR Innovation, INRA-SAD

Didier Chabrol, UMR Innovation, Cirad

Selection procedure

To assure the quality of the training, we will only be able to accept a limited number of candidates.

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 participant's country, age, gender and type of activity in relationship with GIs.

Participation Fee

For all participants: Fr. 5'900.-

Accommodation and food: Those costs are included in the participation fee mentioned above from Sunday evening May 3rd, to Saturday morning May 16th.

Grant: Candidates are encouraged to find their own grants. Please contact us if you need any help in applying for grants.

Registration

Please fill in the [registration form](#)

Registrations will be accepted until February 28, 2009. Candidates will be informed if their candidacy has been accepted before the March 30, 2009.

Program

Date & Time	Presentation, activity	By
MON 4th AM 9h00h- 10h00	Introduction to the training and presentation of the participants	Peter Damary (AGRIDEA) Dominique Barjolle (AGRIDEA) Jean-Pierre Boutonnet (INRA-SAD) Participants
10h00- 10h30	Coffee break	
10h30- 12h30	General introduction to the GI concept: clarification of key terms and characteristics	Peter Damary (AGRIDEA) Group exercise
12h30- 14h00	Lunch break	
4th PM 14h00- 15h30	GIs in the European and Swiss context: policies and actors	Erik Thévenod (AGRIDEA) Jean-Pierre Boutonnet (INRA-SAD)
15h30- 16h00	Coffee break	
16h00- 17h00	GIs in the European and Swiss context: policies and actors ➤ followed by a discussion on GIs in different cultural and political contexts	Erik Thévenod (AGRIDEA) Jean-Pierre Boutonnet (INRA-SAD)
TUE 5th AM 8h00- 8h15	What did we learn yesterday?	1-2 participants Jean-Pierre Boutonnet (INRA-SAD)
8h15- 10h00	The Legal Framework and Institutions in Europe, France and Switzerland	Lena Papageorgiou (Swiss Federal Institute of Intellectual Property, IPI) Jean-Pierre Boutonnet (INRA-SAD)
10h00- 10h30	Coffee break	
10h30- 12h00	Collective marketing and state support to sales promotion of Swiss PDP and PGI products ➤ Tasting of Swiss PDO and PGI products	Barbara Pokorny (Assoc. AOC-IGP)
12h00- 14h00	Lunch break	
5^h PM 14h00- 16h00	Poster session	Participants

15h30-16h00	Coffee break	
16h00-17h00	Poster session	Participants
WED 6thAM 7h00-9h00	Bus ride to the Agricultural school of Valais (Ecole d'agriculture du Valais) located in Châteauneuf near Sion What did we learn yesterday? (in the bus)	1-2 participants Jean-Pierre Boutonnet (INRA-SAD)
09h00-10h45	Controls and certification ➤ link code of practice-control manual ➤ misuses	Corinne Couillerot (AGRIDEA)
10h45-11h15	Coffee break	
11h15-12h30	Managing a GI supply chain: roles and structure of the interprofessional body ➤ example "Pain de seigle du Valais AOC " (PDO Rye bread of Valais)	Peter Damary (AGRIDEA)
12h30-13h30	Lunch break	
6thPM 14h00-18h00	Field visit of "Pain de seigle du Valais AOC " (PDO Rye bread of Valais) ➤ 14h-15h: presentation of the PDO Rye bread of Valais initiative ➤ 15h-16h: visit of a rye field ➤ 16h-17h: visit of a mill ➤ 17h-18h: visit of a bakery	Stéphane Kalbermatten (miller) Balet Christian (baker) Stéphane Pillet (farmer)
18h00-20h00	Wine tasting and traditional dinner in Valais	
THU 7thAM 8h00-8h15	What did we learn yesterday?	1-2 participants Jean-Pierre Boutonnet (INRA-SAD)
8h15-10h00	Registration of PDOs and PGIs in Switzerland and France / EU: ➤ short description of the registration procedure ➤ structure and roles of the national commission ➤ practical method for examining applications ➤ concrete examples of applications and how they've been dealt with ➤ registering a GI in the EU and Switzerland for third countries	Martine Jaques-Dufour (member of the Swiss commission for PDOs and PGIs) Jean-Pierre Boutonnet (INRA-SAD)
10h00-10h30	Coffee break	
10h30-11h30	Content of a code of practice	Jean-Pierre Boutonnet (INRA-SAD)
11h30-12h30	Examining the content of codes of practices	Jean-Pierre Boutonnet (INRA-SAD) Peter Damary (AGRIDEA) Group exercise

12h30-14h00	Lunch break	
7thPM 14:00-15h30	Introduction to the case study methodology and preparation of the case study	Peter Damary (AGRIDEA) Jean-Pierre Boutonnet (INRA-SAD) Participants
15h30-16h00	Coffee break	
16h00-17h00	Preparation of the case study	Participants
Evening	Dinner with specialities from the participants' countries	
FRI 8th	Case study <ul style="list-style-type: none"> ➤ Gruyère ➤ Comté <ul style="list-style-type: none"> ○ am: milk producer ○ lunch at the Hôtel des 2 lacs ○ pm: cheese producer (fromagerie labergement Sainte Marie) 	
MON 11thAM	Case study <ul style="list-style-type: none"> ➤ Gruyère ➤ Comté <ul style="list-style-type: none"> ○ 9h-11h30: ripening cellar (cave d'affinage Arnaud) in Fort des Rousses ○ 11h30-13h: lunch at Les Rousses ○ 14h-16h: interprofessional body of Comté in Poligny 	M. Brocard Jean-Jacque Bret (director of the interprofessionla body)
MON 11thPM	Preparation of the restitution of the case studies	
TUE 12th AM 8h00-8h15	What did we learn Thursday the 7 th ?	1-2 participants Jean-Pierre Boutonnet (INRA-SAD)
8h15-10h00	Restitution of the 2 case studies	participants
10h00-10h30	Coffee break	
10h30-12h30	Discussion about the restitution and the 2 case studies	Participants
12h30-14h00	Lunch break	

12th PM 14h00-15h30	Impacts ➤ Theory and case studies	Marguerite Paus (ETHZ)
15h30-16h00	Coffee break	
16h00-17h00	Non-agricultural GIs	Erik Thévenod-Mottet (AGRIDEA)
WED 13th AM 8h30-10h00	Implementation of the Lisbon and Madrid agreements: the role of WIPO	William O'Reilly (World Intellectual Property Organization, WIPO)
10h30-12h30	Geographical indications in the WTO	Wolf R. Meier-Ewert (World Trade Organisation, WTO)
12h30-14h00	Lunch break	
13th PM 14h30-17h00	International Network of GI producers oriGIn	Massimo Vittori (oriGIn)
THU 14th AM 8h00-8h30	What did we learn yesterday and Tuesday the 12 th ?	1-2 participants Jean-Pierre Boutonnet (INRA-SAD)
8h30-10h00	Role play ○ Playing the key actors of the application and registration of a PDO or PGI product	Anna Perret (AGRIDEA) Didier Chabrol (Cirad) Participants
10h00-10h30	Coffee break	
10h30-12h30	Role play ○ Playing the key actors of the application and registration of a PDO or PGI product	Anna Perret (AGRIDEA) Didier Chabrol (Cirad) Participants
12h30-14h00	Lunch break	
14th PM 14h00-15h30	Discussing issues that are important in the countries of the participants with different experts	Participants in groups Dominique Barjolle (AGRIDEA) Hubert Devatour (Cirad) Didier Chabrol (Cirad) Stéphane Fournier (INRA-SAD)
15h30-16h00	Coffee break	
	Discussing issues that are important in the countries of the participants with different experts	Dominique Barjolle (AGRIDEA) Hubert Devatour (Cirad) Didier Chabrol (Cirad) Stéphane Fournier (INRA-SAD)

	Closing dinner	All + guests
FRI 15th AM 9h00- 10h00	International cooperation on GIs ➤ Setting up a GI initiative with local actors	Stéphane Fournier (INRA-SAD)
10h00- 10h30	Coffee break	
10h30- 12h30	Round table on international cooperation on GIs <ul style="list-style-type: none"> ○ FAO ○ AFD/CEFEB ○ MAP ○ IPI 	Emilie Vandecandelaere (FAO) Jean-François Cornu (CEFEB) Philippe Decesse (MAP) Angela Deppeler (IPI)
12h30- 14h00	Lunch break	
14h00- 16h00	Conclusion, course evaluation	Peter Damary (AGRIDEA) Hubert Devautour (Cirad) Dominique Barjolle (AGRIDEA)