

## International Training Module **Geographical Indications (GIs)** a way forward for local development

*Monday 12<sup>th</sup> – Friday 23<sup>d</sup> of May, 2008  
Montpellier SupAgro - Montpellier, France*

# PROGRAMME

### Less than 20 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

### Interactive methods

Participants will be asked to present their experience, and work in groups on different case studies.

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.

Presentation in class by experts, restitutions, debriefings and class room discussions will complete the interactive learning methodology.

Agridea, UMR Innovation and INAO researchers and/or practitioners will be present during the whole curriculum to interact with participants.

Application before **February 25<sup>th</sup>** on <http://www.montpellier.inra.fr/umr-innovation/ig/>

Applicants will be informed before **March 5<sup>th</sup>** whether they are pre-selected.

Pre-selected candidates will be asked to send a presentation of their project / activity before **April 10<sup>th</sup>**. Registration will be confirmed only after this presentation has been received.

Total cost of the 2008 session is €3500 per person (US\$ 5200), including quality full boarding, excluding travel to and from Montpellier. Grants available. Only a limited number of candidates will receive a partial or total grant.

For more details, see page 11.

Contact: [GITraining2008@cirad.fr](mailto:GITraining2008@cirad.fr)

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The Ministry of  
Agriculture and  
Fisheries



The French  
Development  
Agency

Date	Presentations, activities	By
<b>Monday, May 12th</b>		
9.00	<p>Welcome and opening</p> <p>Introduction</p> <p>Presentation of each participant</p> <p>Presentation of the program</p>	<p>X...</p> <p>UMR Innovation Agridea</p> <p>Participants</p> <p>UMR Innovation Agridea</p>
10.30	Coffee break	
11.00	Introduction to the stakes related to the recognition of GIs and local development	<p>Charles Perraud <i>Member of national committees of INAO International consultant Former president of a salt producers' cooperative</i></p>
13.00	Lunch	
14.30	<p>GI labelling requires specific products: which specificity? Links to territory, to history, to genetic resources, to culture, to local knowledge...</p> <p>Product specifications and delimitation of area: why and how?</p> <p>Two presentations by participants about situations or cases relative to this theme</p>	<p>Laurence Bérard Philippe Marchenay <i>Ethnobiologists Environmental and ethnobiology Unit CNRS (French National Center for Scientific Research)</i></p> <p>François Casabianca <i>Zootechnician, Senior researcher INRA</i></p> <p>Participants</p>
16.00	Coffee break	
16.15	General discussion.	<p>Working groups Synthesis</p>
17.45	Conclusions	

<b>Tuesday May 13th</b>		
9.00	<p>The international legal framework: collective and certification trademarks, <i>sui generis</i> GIs and indications of source</p> <p>The French and European legal framework for GIs</p> <p>The Swiss experience</p>	<p>Marie-Paule Rizo <i>Senior Legal Officer, WIPO (World Intellectual Property Organization)</i></p> <p>Véronique Fouks <i>Head, Law and international affairs Unit INAO</i></p> <p>Erik Thevenod-Mottet <i>Agridea</i></p>
10.45	Coffee break	
11.00	<p>Presentations by participants : two situations or cases relative to this theme</p> <p>General discussion</p>	Participants
13.00	Lunch	
14.00	<p>Roles of producers at the different stages of the GI recognition and implementation process : the French experience</p> <p>Presentations by participants : two situations or cases relative to the role of producers</p>	<p>Valérie Keller <i>Project officer INAO</i></p> <p>Participants</p>
16.00	Coffee break	
16.30	Roles of producers and supply chain actors	<p>Working groups</p> <p>Synthesis</p>
17.30	Provisional conclusion: a tripod “specific product” + “legal framework” + “producers” can be the basis of a GI process	Co-ordinated by Peter Damary <i>Agridea</i>
18.00	Presentation of the Wednesday’s field visit End	

Wednesday May 14th		
8.30	<p>Field visit: the “Picpoul de Pinet” vineyard<sup>1</sup>: History and organisation of a qualification process</p> <p>Meeting with the GI representative body</p> <p>Visit of producers, cooperative and individual winemakers</p> <p>Visit of a marketing structure</p> <p>Convivial seafood dinner (to be confirmed)</p>	

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<sup>1</sup> For more information : <http://www.picpoul-de-pinet.com/english/index2.html>

<b>Thursday May 15th</b>		
9.30	Discussion about the field visit in 3 working groups	Working groups
11.00	Coffee break	
11.15	Participants present their findings  General discussion	Jean-Marc Touzard <i>Economist, Senior researcher UMR Innovation, INRA</i>
13.00	Lunch	
14.00	GIs as a marketing tool. Relation between trademarks and GIs. Collective promotion initiatives.  Presentations by participants : two situations or cases relative to this theme	A representative of one of the main French GI
16.00	Coffee break	
16.15	Working groups, then general discussion	
17.30	Definition of two sub-groups for week 2 field trips	

<b>Friday May 16<sup>th</sup></b>		
9.00	Control and certification How to organize a guarantee system for different type of products? Control of GI products  Presentations by participants : two situations or cases relative to the control of GIs products	Jean-Jacques Bret <i>Director Interprofessional Committee for Comté<sup>2</sup></i>
10.30	Coffee break	
10.45	Control and certification	Working groups Synthesis
12.00	Lunch - Transfer to Cirad	
13.30  15.00  17.00 18.00	Coffee tasting in Cirad Initiation to sensory analysis  Subgroups work: building of an analysis framework for the field visits  Synthesis End	Fabienne Ribeyre  <i>Cirad, UMR Qualisud</i>
<b>Saturday May 17<sup>th</sup> Sunday May 18<sup>th</sup></b>		

<sup>2</sup> Comté is the largest AOC/AOP cheese in France: 3000 farms, 7000 jobs, 45000 tons of cheese.

<b>Monday May 19<sup>th</sup></b>		
7.00	<p>Bus travel (2 to 3 hours)</p> <p>Field trips, 2 destinations:</p> <p>Nyons (AOP Nyons olive oil)</p> <p>Roquefort (AOP Roquefort cheese) (see <a href="http://www.roquefort.fr/">http://www.roquefort.fr/</a>)</p> <p>Meeting with the GI representative body</p> <p>Visit of producers, cooperative and individual</p> <p>Visit of processing units</p> <p>Visit of a marketing structure</p>	Each field trip will be guided by at least 2 researchers or experts.
<b>Tuesday May 20<sup>th</sup></b>		
8.00	Field trips continue until	
11.00	Bus return travel to Montpellier	
15.00	Group work about field trips	
20.00		

<b>Wednesday May 21<sup>st</sup></b>		
8.30	Group work about field trips	
10.00	Coffee break	
10.15	Participants present their findings  General discussion	
13.00	Lunch	
14.00	Effects and impacts of GIs on rural development: critical factors to be considered	Denis Sautier <i>Economist, Senior researcher UMR Innovation, Cirad</i>  Anna Perret <i>Agridea</i>
16.00	Coffee break	
	Presentations by participants : two-three situations or cases relative to effects and impacts of GIs on rural development  Discussion	

<b>Thursday May 22d</b>		
9.00	GI governance and rules: Which can be the roles of the diverse stakeholders in a GI? Private / public? Producers' and supply chain organizations? Which kind of legal, technical, institutional support?	Jean-Pierre Boutonnet <i>Economist, Senior researcher UMR Innovation, INRA</i>  Dominique Barjolle <i>Agridea</i>
13.00	Lunch	
	Group work	
20.00	GALA DINNER	

More flexibility is given to last days in order to adapt inputs to participants' demand.

<b>Friday May 23d</b>		
	Round table	Ms Thu-Lang Tran Wasescha, WTO  Ms Emilie Vandecandelaere, FAO  Mr Massimo Vittori, OriGIn  ... ...
13.00	Lunch	
14.00	Conclusions  Siner-GI findings  A network to be created?  Course evaluation  Diplomas	

# **MORE INFORMATION**

## **Before the course**

In order to better organize the exchange sessions, pre-selected candidates will be requested to collect information concerning either the situation of GIs in their country (current legislation, registered GIs, other potential GIs), or a specific GI-product case; and to prepare a presentation.

## **Selection procedure**

Given the limited number of vacancies, 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 involved in GI regulation and /or implementation. At the group level, importance will be given to diversity regarding the participants' country, age, gender and type of GI-related activity.

## **Participation fee**

Total cost of the 2008 session is €3500 per person (US\$ 5200), including quality full boarding, excluding travel to and from Montpellier. Grants available. Only a limited number of candidates will receive a partial or total grant.

## **The 2007 session**

A first session of the international training module "*Geographical Indications (GIs): a way forward for local development*" was organized in 2007 (14<sup>th</sup>-25<sup>th</sup> of May) in Prangins, near Geneva, Switzerland, by Agridea and UMR Innovation, with the support of WIPO and IPI. This first experience was so successful that it was decided to hold it every year successively in Montpellier and in Geneva.

Among the 16 participants (women and men aged 35 to 50 years old), all regions of the world were represented (Africa: 3, Asia: 4, Europe: 4, Latin America & Caribbean: 5) as well as different professional backgrounds (administration: 6, professional bodies: 3, NGO, experts, local development agencies: 7).

The 2007 session was carefully evaluated by the organizers on the basis of the participants' appreciations, leading to some modifications in the 2008 training organization and program.

## **Language**

The working language will be English. If necessary and convenient, some working sessions may be organized in a different language.

## The organizers

[UMR Innovation](#) (Innovation and Development in Agriculture and the Agrifood Sector) is a joint research unit gathering 70 researchers and faculty members from 3 institutions:

[Cirad](#), the French agricultural research centre working for international development, with a staff of 1820 worldwide;

[INRA](#) (French national institute for agricultural research), the largest agricultural research institute in Europe

[Montpellier SupAgro](#), a national institute for higher education in agriculture and natural resources.

The aim of the research unit is to explain, model and support the rural dynamics of technical change and innovation, by combining agricultural science, economics, sociology and spatial modeling.

### [Agridea](#)

AGRIDEA (Swiss Center for Agricultural Extension and Rural Development, formerly LBL) is a resource and capacity building organization for professionals working in rural and agricultural development in Switzerland and around the world. While the main work takes place in Switzerland, the International Cooperation team has broad working experience in developing countries, countries in transition and other industrialized countries and constitutes a competence centre for rural and agricultural development in international contexts.

[INAO](#) (Institut national de l'origine et de la qualité) is the French national institute in charge of GIs and quality signs in France. It is the oldest and more important institute of this kind in the world. Its professionals have a deep knowledge of GIs in numerous countries thanks to their involvement in many projects.

## Practical information

Participants will be accommodated in individual rooms in a hotel where they will have breakfast.

May is usually a sunny and mild month, with little rain (50 mm) and average temperatures between 12°C (min) and 22°C (max).

## Montpellier

[Montpellier](#) is a 250 000 inhabitants millennial city, in the South of France, near the Mediterranean sea. 60,000 students are attending University studies in Montpellier, among which nearly 25% are foreigners. Major Montpellier research and higher education institutions contribute to "[Agropolis International](#)", a world center for agricultural, food and environmental sciences, and one of the largest in the world.