

International GI Training Module 2009

Summary report

Impressum

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Table des matières

1	An innovative course	3
2	The participants	4
3	The programme	4
3.1	Field trips	5
3.1.1	Field visit of Pain de seigle du Valais AOC (PDO Rye bread of Valais)	5
3.1.2	Field visit of Gruyère PDO (Switzerland) and Comté PDO (France)	5
3.2	Presentations by the participants	6
3.3	Lectures by experts or researchers	7
3.3.1	The uniqueness of GI products : concept and context	7
3.3.2	The legal and institutional framework for recognition, registration, promotion and control	7
3.3.3	Role of interprofessional bodies in the definition of the area and the rules for the GI	8
3.3.4	Opening up : other important aspects of GIs	8
3.3.5	GIs : international context and cooperation	8
3.4	Working groups and role play	9
4	Course evaluation	10
App 1 : the trainees and their posters		12
App 2 : the lecturers and their presentations		13
App 3 : the organizers		15

Eleven professionals from 9 countries gathered for the third international and interdisciplinary 2-week training course on “GIs : a way forward for rural development”, hosted at the Château de Bossey (Switzerland) from May 4th to May 15th 2009.



Figure 1 : the wonderful setting of the Château de Bossey.

1 An innovative course

Geographical Indications are currently a thematic of great relevance. The protection of geographical names for original local productions raises an increasing interest from farmers, processors and governments. The internationalization of agro-food markets leads to a greater importance of property rights and other related concerns. The preservation of traditional knowledge, the power that the image of the region exerts on consumer attractiveness, the local synergies with other economic sectors are further arguments for this increasing attention. On the European continent, the concept is well known by consumers and implemented in a number of countries with largely positive impacts. In the new world and in developing countries, a growing interest is also visible, mainly because many drivers and trends playing at the international level are the same. Geographical Indications are one of the most debated Intellectual Property Rights at the World Trade Organization. This generates an intense activity at the level of intergovernmental negotiations. However, the need to create various technical forums with regulators in charge of applying the legal frameworks and with rural development practitioners is becoming more evident.

The objective of this training course is to strengthen the skills and knowledge of professionals from diverse professional and geographical backgrounds involved in the development of GIs in their respective countries, and thus to help maximize the impact of GIs on local and rural development and rural producers' livelihoods.

Before the 2009 session, a second edition was held in Montpellier, France in 2008¹. Sessions will be organized annually, alternately in Switzerland and France.

This training course was jointly organized by UMR Innovation (CIRAD-INRA-SupAgro, France)² and AGRIDEA (Switzerland)². The French Ministry of Agriculture and Fisheries (MAP), the Swiss State Secretariat for Economic Affairs (SECO), the French Agency of Development (AFD), the World Intellectual Property Office (WIPO) and M. Judson Berkey provided grants for the trainees or funds for divers expenses linked to the training. We thank them for their valuable financial support and their active participation.

¹ The proceedings of the 2007 and 2008 sessions are available on the following link : <http://www.agridea-international.ch/?id=638>

² For more information, see appendix n° 3.

2 The participants

The eleven trainees came from all over the world to participate in the training : Jordan, Brazil, Tunisia, Indonesia, Malaysia, Argentina, Lao PDR, Serbia and Ukraine. All of them worked closely with geographical indications either in the frame of an NGO (2), a Ministry (6) or an Intellectual Property office (3).

3 The programme

The training focused on the clarification of the PDO and PGI protection concept, the legal basis, the application / registration procedure, the management of a GI supply chain and the control and certification system. The teaching method consisted in presenting important theoretical aspects in the classroom, putting them into practice through group exercises and illustrating them during field trips. Towards the end of the training, the participants were invited to participate in a big role play, which allowed them to assess what they had learned and their understanding of the matter. The last days were also dedicated to a broader understanding of the issue, with presentations of the impacts of GIs, non-agricultural GIs as well as the international framework.

To allow the participants to work on and discuss the concrete situation in their own country concerning GIs, they were asked to prepare and present a poster at the beginning of the training. These posters, which stayed on the walls of the classroom during the whole training, stimulated discussions and exchanges on the practical experiences of the participants in the implementation of the GI system in their own country.

The programme included (i) field trips, (ii) presentations by each participant of a specific country or project situation, (iii) presentations by experts or researchers as well as (iv) small working groups about selected themes and a role play.

3.1 Field trips

3.1.1 Field visit of Pain de seigle du Valais AOC (PDO Rye bread of Valais)

On the third day of the training, the participants had the opportunity to have a first practical insight into a PDO case : the PDO Rye bread of Valais. The idea was to visit and to talk with a representative of each step of the supply chain. So we visited a farmer and his rye fields, the mill of Sion that mills the rye used to produce the PDO bread and finally a baker that revealed to us all the secrets of the production of Rye bread of Valais.



Figure 2 : impressions of the field trip about Pain de seigle du Valais AOC.

3.1.2 Field visit of Gruyère PDO (Switzerland) and Comté PDO (France)

For the second longer field trip (2 days), the participants were divided into two groups. One group went to visit the Swiss PDO Gruyère and the second group went to visit the French PDO Comté. As the two products are similar, the idea was to compare them after the field trips during the restitution.

The group that went to the Gruyère PDO was welcomed by the manager of the interprofessional body Philippe Bardet that presented its activities. It then saw the Gruyère production in a cheese-dairy and listened to a presentation about cheese aging and trade by the head of the cheese purchasing Department of MIFROMA. In the afternoon, the group visited the cellars and packaging unit of MIFROMA and visited a milk producer. The second day, the group visited the “Maison du Gruyère” (House of Gruyère) where the seat of the interprofessional body is as well as a demonstration cheese dairy. Then, a visit of the village and castle of Gruyères was organized.



Figure 3 : impressions of the field trip about Gruyère PDO.

The group that went to the Comté PDO visited a milk producer in Remoray in the geographical area of Comté and in the afternoon a cheese dairy nearby. At the end of the day, the milk producer took the group to a small shop in which Comté cheese was sold and explained the importance of telling the clients about the uniqueness of the product. The second day of the field trip, M. Broccard welcomed the group at the big ripening cellar “Fort des Rousses”. He presented the story of

the Arnaud Company that owns the Fort des Rousses and explained the role of the refiner within the Comté supply chain. After the visit of the cellars, the group drove to Poligny, the heart of the geographical area of Comté. In Poligny, at the “Maison du Comté” (House of Comté), Jean-Jacques Bret, the director of the interprofessional body, presented its role and activities.



Figure 4 : impressions of the field trip about Comté PDO.

3.2 Presentations by the participants

Before the beginning of the training, each participant was asked to prepare a poster describing the state of the GI system in his / her country from a legal, institutional and market point of view. The participants were also asked to describe the currently hottest issue concerning GIs in their country.

On the second day of the course, the posters were presented and discussed in 15 minutes each. That gave each participant the opportunity to briefly share with the other participants and with the trainers their experience and to point out their special concerns and questions.

The posters stayed on the walls of the classroom during the entire training and stimulated exchanges between participants and speakers during the presentations or coffee breaks.



Figure 5 : presentation of the situation in Brazil by Raul Bittencourt Pedreira from the National Industrial Propriety Institute.

3.3 Lectures by experts or researchers

3.3.1 The uniqueness of GI products : concept and context

At the beginning of the training, Peter Damary (AGRIDEA) helped the participants refresh their minds on some key terms and the characteristics of the GI concept by asking them in groups to discuss and organise the most important terms used. This was important to make sure that all the participants have the same understanding of GIs. That general introduction was followed by a presentation of Erik Thévenod-Mottet (AGRIDEA) and Jean-Pierret Boutonnet (INRA-SAD) on the context in which the European and Swiss GI system is embedded.

3.3.2 The legal and institutional framework for recognition, registration, promotion and control

The Legal Framework and Institutions in Europe, France and Switzerland were presented on the second day of the training by Lena Papageorgiou (Swiss Federal Institute of Intellectual Property, IPI) and Jean-Pierre Boutonnet (INRA-SAD). This very theoretical part was followed by a more practical experience with the presentation by Barbara Pokorni of the promotional activities of the Swiss association of PDOs and PGIs and a tasting session of a selection of Swiss PDO and PGI products.



Figure 6 : barbara Pokorny presenting the different Swiss PDO and PGI products.

The control and certification system was presented by Corinne Couillerot (AGRIDEA). She talked about the link between the code of practice and the control manual and explained what can be done in cases of misuses.

Finally, the registration procedure of PDOs and PGIs in Switzerland and France / EU was presented by Martine Jaques-Dufour (member of the PDO and PGI national commission) and Jean-Pierre Boutonnet (INRA-SAD). Martine made a short description of the registration procedure in Switzerland, explained the structure and roles of the Swiss National Commission and presented the method used for examining applications. She also gave concrete examples of applications and how they've been dealt with and finished her presentation by explaining the registering procedure for a GI in the EU and Switzerland for third countries.

3.3.3 Role of interprofessional bodies in the definition of the area and the rules for the GI

Peter Damary (AGRIDEA) presented the roles and the structures of interprofessional bodies and used the example of Pain de seigle du Valais AOC for illustration. The content of codes of practises was presented by Jean-Pierre Boutonnet (INRA-SAD).

3.3.4 Opening up : other important aspects of GIs

Besides the fundamental aspects of GIs in Europe mentioned above, other issues of importance were addressed during the training. Marguerite Paus (PhD student at ETHZ) made a presentation on impacts of GIs. She presented methods used to measure the impacts and illustrated them with practical examples. Erik Thévenod-Mottet (AGRIDEA) made a presentation on non-food GIs. This theme was particularly interesting for participants coming from countries in which artisan products can be registered as GIs. In Switzerland and in the European countries where this is not the case, studies are currently being conducted to find the best way to legally protect those products.

3.3.5 GIs : international context and cooperation

During the second week of the training, the participants spent one day in Geneva in the building of the World Intellectual Property Organization (WIPO) and in the offices of oriGIn. In the morning, William O'Reilly (WIPO) presented the role of WIPO in the implementation of the Lisbon and Madrid agreements. After that, Wolf R. Meier-Ewert from the World Trade Organization (WTO) explained the place of Geographical indications in the WTO. In the afternoon, the group visited the NGO OriGIn - International Network of GI producers – where the general secretary Massimo Vittori presented its important work.

The international cooperation on GIs was address the last day of the training with a presentation of Stéphane Fournier (INRA-SAD) on the way to set up a GI initiative with local actors and a round table in which participated Emilie Vandecandelaere (FAO), Jean-François Cornu (CEFEB), Philippe Decesse (MAP) and Angela Deppeler (IPI).

3.4 Working groups and role play

On several occasions, the participants were asked to divide into groups and work together before doing a restitution of their results. This was the case at the beginning of the training, where the participants formed three groups to reflect of the general concept of GIs. Each group was given a set of cards with key terms linked to GIs and was asked to visualize the relationship between those key terms on a flipchart.



Figure 7 : presentation of the result of one of the groups that worked on the relationship between key terms linked to GIs by Elena Marta Schiavone from the Argentinean Secretariat of Agriculture, Livestock, Fisheries and Food.

For the second longer case study, the participants were divided into two groups. Each group was asked to prepare its case study and present the results after the fieldtrip. For the preparation, the participants received a little methodological guide and some information on the PDO initiatives. The guide outlined the objectives of the case studies and briefly described the three topics to be analysed :

1. The construction of the GI qualification : elements of the GI system and conditions for emergence.
2. The current situation : the institutional structure and its roles and activities.
3. The impact of the approach (effects related to the objectives).

NEW! An innovation in this 2009 session was the afternoon entitled : “Discussing issues that are important in the countries of the participants with different experts”. For this event, the participants were divided into three groups and each group had the possibility to discuss consequently three issues with three different experts :

1. Setting up a GI initiative with local actors.
2. Control and certification system.
3. GIs among other certification systems.

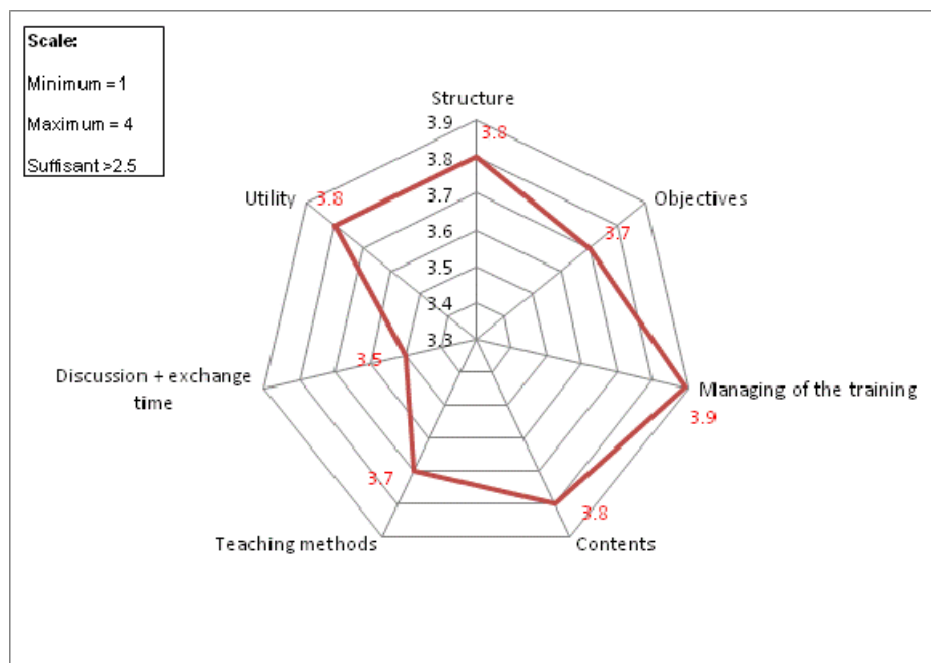
These small group discussions about issues selected by the participants themselves were a Good occasion for the participants to ask all their questions and receive individualized answers fitted on the concrete situation in their country.

NEW! Another novelty of this training was the big role play that was organized towards the end of the training to assess the participant’s understanding of GIs. Each participant was given a role in a fictive immersing PDO initiative and was asked to identify with that role and defend its interest throughout the game. The goal of the role play was for the different supply chain actors to come up with a common code of practice and to have it examined by the Ministry of Agriculture and the National Commission for acceptance.

4 Course evaluation

At the end of the training, the participants were asked to fill in two evaluation forms. 10 out of the 11 participants returned the forms. Globally, the course was perceived as very good (average grades for the two evaluation forms were 3.74 and 3.65 out of 4). The presentation on the registration procedure of PDOs and PGI in Switzerland and France / EU by Martine Jaques-Dufour was particularly praised. Indeed, the description of concrete examples of applications and the explanation of how they were dealt with greatly interested the participants. The field visit to Gruyère PDO was also pointed out as especially well organized and useful.

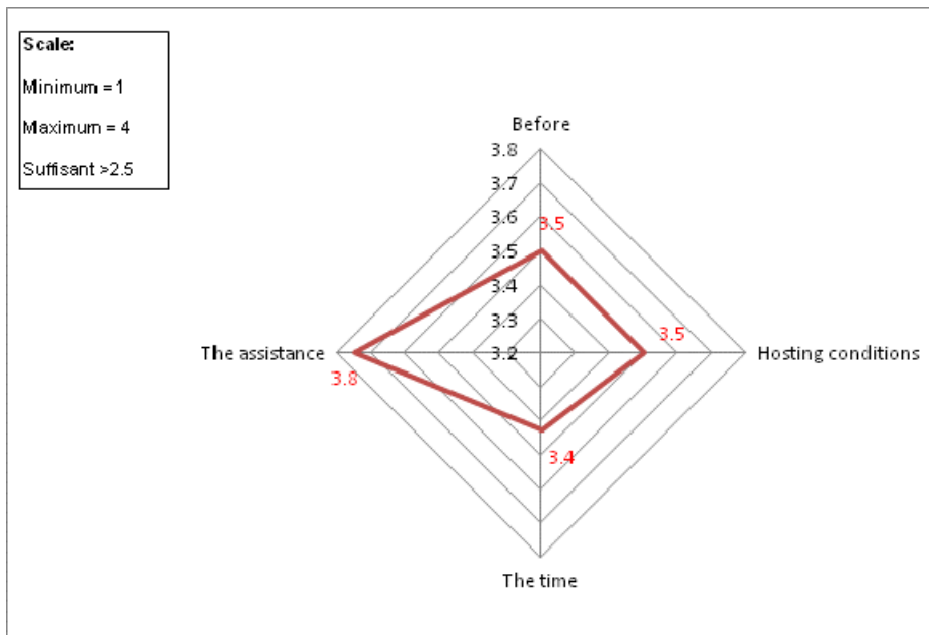
As can be seen on graphic 1, the participants thought that the course was generally well structured, that the objectives defined at the beginning of the course had been reached and that the course had been well conducted. The contents of the courses were evaluated as being of good quality and the teaching methods very well adapted to the topic. On the whole, the time for discussion and exchange was thought to be sufficient but some participants would have liked to have more. This point will be taken into consideration for the next training sessions. Finally, the participants fully agreed with the statement, that what they learned would be useful in their daily practice.



Graphic 1 : results of evaluation form 1.

The objective of the second evaluation form was to measure the satisfaction of the participants in relation to what happened before the course, the hosting conditions, the time and the assistance. The results show (see graphic 2), that the preparation before the course (information, instructions) was evaluated as efficient and the welcome as friendly, even though some participants regretted the lack of information on how to reach the Château de Bossey where the training took place. Concerning the hosting conditions, the accommodation was perceived as comfortable set apart the problems with the internet connection, the difficulties to use the laundry facilities and the size of the beds. The quality of the food was appreciated although some would have liked to have later dinners and the place where the course was organized seemed appropriate even if some deplored the poor offer of public transportation to the cities.

Regarding the time, the participants thought that the month of May was a good time to hold the training even though it doesn't allow visits to alpine cheese makers. The duration of the course (10 days) was evaluated as appropriate as it allows a good understanding of the addressed issues and the working hours (8.00 a.m. - 12.30 p.m. and 2.00 p.m. - 5.00 p.m.) suitable. Some would have preferred a short morning and a longer afternoon or simply a later start. Finally, the assistance received a very good evaluation, be it the assistance for all logistic and organization question, the assistance in the learning process or the promotion of informal contacts.



Graphic 2 : results of evaluation form 2.

App 1 : the trainees and their posters

Ms. Al awamleh Zain, Jordan . Head of International Organizations and Agreements Unit, Industrial Property Protection Directorate, Ministry of Industry & Trade.	The protection of Geographical indication According to the Jordanian Legal System.
Mr. BITTENCOURT PEDREIRA Raul, Brazil . National Industrial Propriety Institute.	Brazilian geographical indications : the Brazilian system.
Ms. GASPAR Ludimila Cesar Moura, Brazil . Ministry of Agriculture, Livestock and Food Supply.	Geographical Indication Products in Brazil.
Mr. MAOUIA Nabil, Tunisia . Ministry of Agriculture.	The state of the GI system in Tunisia.
Mr. Riyaldi, Indonesia . National Expert Team on Geographical Indication, Ministry of Justice and Human Rights.	State of GI system in Indonesia.
Ms. ROHAZAR WATI BT ZUALLCOBLEY, Malaysia . Deputy Director General (Industrial Property), Intellectual Property Corporation of Malaysia.	GIs in Malaysia.
Ms. SCHIAVONE Elena Marta, Argentina . Advisor / Consultant on PROSAP, Secretariat of Agriculture, Livestock, Fisheries and Food (SAGPYA).	Gis in Argentina.
Ms. SISOMNUCK Souligna, Lao PDR . Industrial Property Division, Trademark Unit as Trademark Examiner.	Geographical Indication System in Lao PDR.
Ms. STEPAN Ana Lúcia dos Santos, Brazil . Federal Inspector, Ministry of Agriculture, Livestock and Supply.	Pampa Gaúcho da Campanha Meridional. Product – Meat.
TAR Dragana, Serbia . Key expert, SEEDEV “Food Consumer Science in the Balkans”.	GIs in Serbia.
Ms. Mr. TERES Viktor, Ukraine . President of International Charitable Foundation “Heifer Project International” (ICF “HPI”).	GI products in the Pilot project on Remunerating Positive Environmental Externalities in the Ukrainian Carpathians.

App 2 : the lecturers and their presentations

By	Presentations in a chronological order
Dominique Barjolle AGRIDEA.	Presentation of the training and the AGRIDEA team “supply chains and geographical indications”.
Jean-Pierre Boutonnet INRA-SAD.	Presentation of UMR Innovation.
Peter Damary AGRIDEA.	General introduction to the GI concept : clarification of key terms and characteristics.
Erik Thévenod-Mottet AGRIDEA. Jean-Pierre Boutonnet INRA-SAD.	GIs in the European and Swiss context : policies and actors.
Lena Papageorgiou Swiss Federal Institute of Intellectual Property IPI. Jean-Pierre Boutonnet INRA-SAD.	The Legal Framework and Institutions in Europe, France and Switzerland.
Barbara Pokorny Swiss Association of PDOs and PGIs.	Collective marketing and state support to sales promotion of Swiss PDP and PGI products.
Corinne Couillerot AGRIDEA.	Controls and certification : <ul style="list-style-type: none"> • link between the code of practice and the control manual; • misuses.
Peter Damary AGRIDEA.	Managing a GI supply chain : roles and structure of the interprofessional body.
Martine Jaques-Dufour Member of the Swiss commission for PDOs and PGIs.	Registration of PDOs and PGIs in Switzerland and France / EU : <ul style="list-style-type: none"> • 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.
Jean-Pierre Boutonnet INRA-SAD.	Content of a code of practice.
Marguerite Paus ETHZ.	Impact : theory and case studies.
Erik Thévenod-Mottet AGRIDEA.	Non-agricultural GIs.
William O'Reilly World Intellectual Property Organization, WIPO.	Implementation of the Lisbon and Madrid agreements : the role of WIPO.
Wolf R. Meier-Ewert World Trade Organisation, WTO	Geographical indications in the WTO.
Massimo Vittori oriGIn.	International Network of GI producers oriGIn.

Stéphane Fournier INRA-SAD.	International cooperation on GIs : setting up a GI initiative with local actors.
Emilie Vandecandelaere FAO.	FAO and the international cooperation on GIs.
Jean-François Cornu CEFEB.	CEFEB and the international cooperation on GIs.
Philippe Decesse MAP.	MAP and the international cooperation on GIs.
Angela Deppeler IPI.	IPI and the international cooperation on GIs.

App 3 : the organizers

AGRIDEA

AGRIDEA (Swiss Center for Agricultural Extension and Rural Development) 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.

UMR Innovation

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.

Training organization and coordination :

Anna Perret, Peter Damary.

The training team :

AGRIDEA : Peter Damary, Anna Perret.

UMR Innovation : Jean-Pierre Boutonnet, Didier Chabrol, Hubert Devautour.

Field trip organisation :

Erik Thévenod-Mottet (Gruyère), Corinne Couillerot (Comté).

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