



## SINER-GI

Strengthening International Research on Geographical Indications:  
from Research Foundation to Consistent Policy

Research project supported by the European Commission  
2005-08

<http://www.origin-food.org>

## Final Conference Geneva – June 23-24, 2008

	June 23	June 24 morning	June 24 afternoon
Public	Public conference: open to all interested people	Scientific workshop: open to SINER-GI researchers, other researchers and interested people	Steering Committee: only for SC members and invited partners
Place	Domaine de Penthes Cent-Suisses, Room Erlach Pregny-Chambésy <a href="http://www.chateau-de-penthes.ch">http://www.chateau-de-penthes.ch</a>	OriGIn office Versoix <a href="http://www.origin-gi.com">http://www.origin-gi.com</a>	

## Public conference June 23, 2008

### Context

The SINER-GI project has been the main international scientific project on Geographical Indications for the last years, with a particular focus on the opportunities and difficulties of establishing GI systems in countries without such a tradition. Legal, institutional, socio-economic, as well as consumers issues have been analysed by researchers from teams in different European countries and associated researchers in non European countries.

The SINER-GI project organizes its final conference in Geneva, where the international fora of negotiations on GIs are located, in order to share the results and perspectives with a public dealing with GIs in the political field.

### Target public

SINER-GI researchers and associated researchers  
European policy-makers  
Permanent diplomatic missions at Geneva  
GIs stakeholders

### Objectives of the conference

Presentation of the results of the SINER-GI project to a large interested public  
Exchange of views on the SINER-GI analysis based on case studies  
Previews on the strategic guide on GIs produced by SINER-GI and FAO

### Content of the conference

General presentations by SINER-GI researchers  
Thematic analysis based on case studies  
Field visit and dinner at a butcher's laboratory

**Program – June 23, 2008  
(provisory)**

8:30	Welcome
8:50	Opening speech
9:00	General presentation of the SINER-GI project <i>Gilles ALLAIRE (INRA Toulouse), project co-ordinator</i>
	SINER-GI results
9:15	1. Comparative analysis of GI systems in the international trade regime contexts <i>Denis SAUTIER (CIRAD-UMR Innovation)</i> 2. Impact assessment of GIs: stakes and lessons <i>Dominique BARJOLLE (AGRIDEA)</i> 3. Elements for policies on sustainable GI systems <i>Andrea MARESCOTTI, Giovanni BELLETTI (University of Florence)</i>
10:45	Coffee break
	SINER-GI perspectives
11:15	New issues and research perspectives <i>Gilles ALLAIRE (INRA Toulouse)</i>
11.35	General debate
12:00	Lunch
13:15	SINER-GI outputs: presentation of the SINER-GI/FAO strategic guide, and others tools and publications <i>Filippo ARFINI (University of Parma), Frederic WALLETT (INRA Toulouse)</i>
	Presentation of thematic analysis based on case studies, part 1
13:45	1. A Brazilian perspective on GIs <i>John WILKINSON (UFRRJ), Claire CERDAN (CIRAD UMR Innovation – USFC)</i> 2. Assessing the merits of protecting well known origin-based products with increasing export demand through GIs: discussion based on the Basmati and the Rooibos cases <i>Estelle BIENABE (CIRAD-UMR Innovation), Cerkia BRAMLEY (University of Pretoria), Delphine MARIE-VIVIEN (CIRAD-UMR Innovation), Dirk TROSKIE (University of Pretoria)</i>
15:00	Coffee break
	Presentation of thematic analysis based on case studies, part 2
15:30	3. A New World for GIs: the stakes on major origin products in North America <i>Anna PERRET, Erik THEVENOD-MOTTET (AGRIDEA)</i> 4. Are Geographical Indications a way to “decommodify” markets of raw materials? Some insights from the example of a coffee GI <i>Franck GALTIER (CIRAD-UMR Innovation), Giovanni BELLETTI (University of Florence), Andrea MARESCOTTI (University of Florence)</i>
16:45	Conclusive Round Table with GI stakeholders Geographical Indications: are they a tool for sustainable development, taking into account global food issues? <i>Presentation: Massimo VITTORI (ORIGIN)</i>
17:45	Departure for the Boucherie du Palais in Carouge (Geneva)
18:45	Presentation and demonstration of the project of PGI Longeole (traditional sausage from the region of Geneva)
19:30	Tasting of Longeole and dinner at the Boucherie du Palais
21:30	End of the dinner

# Scientific workshop

June 24, 2008

## Program – June 24, 2008

8:30	Welcome
9:00	Parallel scientific sessions, part 1 & 2
10:30	Coffee break
11:00	Parallel scientific sessions, part 3 & 4
12.30	General discussion and conclusion
13:00	Lunch

### 9:00 – 10:30

#### Parallel scientific sessions, part 1

Thierry LINK (INRA-LRDE), Magali ESTEVE (AGRIDEA), Dominique BARJOLLE (AGRIDEA), Rémy BOUCHE (INRA-LRDE)

*Advantages, potentials and limits of GI protection for farm-cheese production in mountainous area, examples from Cotija cheese (Mexico) and Livno cheese (Bosnia-Herzegovina)*

Estelle BIENABE (CIRAD-UMR Innovation), Cerkia BRAMLEY, Dirk TROSKIE, Johann KIRSTEN (University of Pretoria)

*The move towards geographical indication protection within the Rooibos industry: a case in point for harnessing the geographical indication potential in South Africa*

#### Parallel scientific sessions, part 2

Marguerite PAUS (IED – ETH Zurich)

*Geographical Indications in Transition countries: governance, vertical integration and territorial impacts. Illustration with case studies from Serbia*

Marcelo CHAMPREDONDE (Instituto Nacional de Tecnología Agropecuaria), François CASABIANCA (INRA-LRDE)

*Opposite interests and Institutional blockades as factors that impede the construction of a GI. Analysis from the case of the Argentinean Pampean beef*

### 11:00 – 12:30

#### Parallel scientific sessions, part 3

Hélène ILBERT (UMR Moisa, Montpellier), Michel PETIT (IAMM)

*Geographical indications: International Conflicts and Challenges*

Denis SAUTIER (CIRAD-UMR Innovation), Pascale MOITY-MAIZI (Montpellier Sup'Agro-UMR Innovation)

*Relevance and challenges of geographical indication protection for emblematic origin based products in Western and Central Africa*

### 11:00 – 12:30

#### Parallel scientific sessions, part 4

Laurence BERARD, Philippe MARCHENAY (CNRS, "Terroir Resources – Cultures, Customs, and Societies")

*Local products and Geographical Indications: taking into account the local knowledge and biodiversity*

Dwijen RANGNEKAR (Warwick University)

*Protecting Geographical Indications: Club Goods and the Dilemmas of Collective Action*

# SINER-GI Research Teams

**INRA**, Institut National de la Recherche Agronomique, France



**CIRAD**, Centre de Coopération Internationale en Recherche Agronomique pour le Développement, France



**DSE – UNIFI**, Università degli Studi di Firenze – Dipartimento di Scienze Economiche, Italy



**AGRIDEA**, Association Suisse pour le Conseil en Agriculture - Service Romand de Vulgarisation Agricole, Switzerland



**UNEW**, University of Newcastle Upon Tyne, United Kingdom



**WU**, Wageningen University, Netherlands



**LU**, University of Latvia, Latvia



**UNIPR – DSE**, Università degli Studi di Parma – Dipartimento di Studi Economici e Quantitativi, Italy



**ENITAC**, École Nationale d'Ingénieurs des Travaux Agricoles de Clermont-Ferrand, France



**ORIGIN**, Organisation for an International Geographical Indications Network, Belgium – Switzerland



**UNED**, University of Edinburgh, United Kingdom



## Project co-ordination

Bertil Sylvander, INRA (2005-2007)  
Gilles Allaire, INRA (2007-2008)