



# WELCOME TO Budapest Plenary Meeting



# Budapest Plenary Meeting Agenda

**24 October 2007**

**SINER-GI plenary meeting – day 1 – Main Building/Amphitheatre no. III.**

## **Outline: 4 steps**

- 1- presentation of the case studies by the contributors,
- 2- presentation of three hypothesis regarding base line scenario
- 3- Experts reactions
- 4- (**// workshop session**) Elaboration of scenarios and corresponding impacts case by case.

# WP6 OBJECTIVES (TA)

- **International comparison** (using case-studies reports) to define a typology of **GIs protection effects** crossed to **different legal and institutional systems**
- **Identification of "invariant" effects**  
*[issue to be questioned in conclusion]*
- Definition of long-term scenarios [*assessed regarding sustainable development objectives*] without policies changes for each relevant situation, highlighted by the case studies (baseline scenarios)

# Methodology based on case studies comparison

## 1. Case trajectories analysis

(Driving forces / Pressures / State / Responses Model)



**2. Scenarios** (according to three hypothesis regarding economic competition regime)



**3. Impacts** (economic, social, environmental)



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9.30 – Presentation of the Case studies results (Chairman : Denis Sautier, Reporter: Aija Zobena)

**•1. Coffee from Dominican Republic : P. Galtier (Cirad), A. Marescotti and G. Belletti (Firenze University).**

**•2. Basmati Rice from India and Pakistan : D. Marie-Vivien (Cirad) and G. Giraud (ENITAC)**

11.00 – Coffee Break + Registration – next to the Amphitheatre



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11.30 – Presentation of the Case studies results (Chairman : Erik Thévenod-Mottet, Reporter: Maria Cecilia Mancini)

•**3. Florida Oranges and Indian River Grapefruits from USA : A. Perret (Agridea), S. Bowen (Wisconsin University), E. Barham (Columbia University)**

•**4. Rooibos Tea from South Africa : E. Biénabe (Cirad) and D. Troskie (Western cape dept. of agriculture.)**

13.00 – Lunch - Main Building (Floor: -1) Restaurant



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14.30 – Presentation of the Case studies results (Chairman : Hubert Devautour, Reporter: Valérie Olivier)

•5. **Pampa beef from Argentina and Gaucho beef from Brazil : Delphine Vitrolles, M. Champredonde (INTA), C. Cerdan (Cirad), F. Casabianca (INRA)**

•6. **Jin Hua Ham from China : F. Wallet (INRA), G. Wang (INRA and Toulouse University)**

•16.00 – Coffee Break – next to the Amphitheatre



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16.30 – 18H Presentation of the Case studies results (Chairman ; Hielke Van der Meulen, reporter: Fred Wallet)

•7. Chontaleno Cheese from Nicaragua : F. Arfini (Parma University)

•8. Blueberry Bleuet from Canada : A. Perret (Agridea)



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*Experts comments*

18.00 – 18.20 *Presentation of baseline scenarios regarding GIs in market competition and methodology to build the scenarios according to the case studies*  
(Gilles Allaire, INRA)

18.20 – 18.40 Feedback by expert 1 : **Gianluca Brunori (University of Pisa) : GI policies** : on the basis of the case studies' outputs, do national and "regional" GI public policies contribute to local sustainable development (and how ?)  
(Chairman: Gilles Allaire, Reporter: Anna Perret)

18.40 – 19.00 Feedback by expert 2 : **Jean Marc Chappuis (Federal Department of Agriculture, Switzerland) : GI systems** : on the basis of the Case studies' output, which are the main trends for the GI systems, which are the main drivers, what is the role of the diverse stakeholders ?  
(Chairman: Gilles Allaire, Reporter: Marguerite Paus)

# Methodology based on case studies comparison

1. Case trajectories analysis



**2. Scenarios** (according to three hypothesis regarding economic competition regime)



**3. Impacts** (economic, social, environmental)

# Methodology: how to build scenarios?

- **'Scenarios' have to be constructed for each case study (GI system) from the trajectories analysis (of the "system" and of "the protection scheme")**
- **But all the GI systems are in the same competing economic system which is global and regulated by public and private rules and standard.**

**Idea of "global market" refers to enlargement both of the size of the market (export issues) and of the marketing network (including media).**

- **To build the scenarios we propose to refer to three hypothesis (or ideal-types) regarding international trade regime and the position of the 'Geographical Indication' as IPR :**
  - 1. - DIVERGENCE**
  - 2. - CONVERGENCE**
  - 3. - PLURALITY**

...

- According to the cases, the three scenarios correspond to different evolutions :
- of the configuration of the system of actors and
- of the power of each type of actors.

// SESSIONS:

Case by case, the forecast exercise will consist to identify the 3 scenarios corresponding with the three general baseline hypotheses

# CONVERGENCE

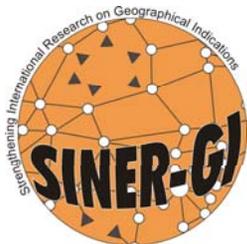
- The **first hypothesis** corresponds to a growing role of the specific GI certification ("origin") benefiting from sui generis forms of protection and from policies promoting its use in the organisation of global markets
- It could be termed "**convergence**" in the measure of it supposes:
  - not only a global regulation which is still in debate
  - but also a convergence of the consumers' representations of the value attached with origin and of the policymakers visions
- A complete convergence of all the actors (stakeholders) on the substance of origin products is not a likely future. It is an integrative innovative logic we can express as a scenario
- *Main argument: durability of the protection*

# DIVERGENCE

- The **second hypothesis** corresponds to a weakening of the GI recognition in the concrete organisation of large markets and of the influence of the European model of sui generis protection.
- In this situation, diverse types of GI products and marketing tools can develop to preserve reputation of GI; this leading to muddled standards and “quality crisis”.
- This hypothesis (which can be related with the classic Akerlof's conjecture) will lead likely to a global weakening of the origin signs significance (an attached value) in front of the others specific quality identifiers as "organic", "fair trade", "biodiversity friendly" etc.
- The power relation between those identifiers is depending of the global support deserved by policies and Medias.

# PLURALITY

- The **third hypothesis** corresponds to the permanence of the diversity of GIs forums and quality forums in general.
- It is not a mix of the two former scenarios but it considers
  - the hybridization of the different types of system of protection
  - the fact that national systems of GI regulation are generally dualistic, because GI systems are diverse (what is changing within contexts is the support policy)
  - Some diversity in the values linked with origin according to national laws.
- **PLURALITY OF INSTITUTIONAL QUALITY FORUMS**
- Contrary to the first scenario, the diversity of the GIs products and signs is not an obstacle for the market recognition (at different premium levels) because that diversity is integrated in a diversified but functioning signalling *pluralistic* system.
- Contrary to the second scenario based on the domination of private standards, the third one includes a role of orientation to the collective initiatives. It supposes that "the market" (helped by the media...) is able to make distinctions within a proliferation of quality labelling signs supporting a large variety of business models.
- What is clearing the market is the media system, including all forms of diffusion of the consumers' experiences. Relevant initiative groups are "hybrids" (Callon), they includes diverse forms of knowledge.



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*Experts comments*

18.20 – 18.40 Feedback by expert 1 : **Gianluca Brunori (University of Pisa) : GI policies** : on the basis of the case studies' outputs, do national and "regional" GI public policies contribute to local sustainable development (and how ?)

*(Chairman: Gilles Allaire, Reporter: Anna Perret)*

18.40 – 19.00 Feedback by expert 2 : **Jean Marc Chappuis (Federal Department of Agriculture, Switzerland) : GI systems** : on the basis of the Case studies' output, which are the main trends for the GI systems, which are the main drivers, what is the role of the diverse stakeholders ?

*(Chairman: Gilles Allaire, Reporter: Marguerite Paus)*



# Plenary Meeting Agenda

**24 October 2007**

**SINER-GI plenary meeting – day 1 –**

**19.00**

**Welcome Diner: Main Building (Floor: -1) Restaurant**



# Budapest

# Plenary Meeting Agenda

25 October 2007

**SINER-GI plenary meeting – day 2 - Main Building/Amphitheatre no. III.**

*Experts comments*

9.00 – 9h20 Feed back by expert 3 : **Daniele Giovannucci (Consulting Chair UN International Trade Center) : GI markets** : on the basis of the Case studies' output, which are the main market trends and the main driving forces on the market for GI products  
(Chairman: Dominique Barjolle, Reporter: Ester Olivas)

9.30 – **Discussion in three parallel sessions**

**Objective: to elaborate scenarios for each case according to general hypothesis**

11.00 – Coffee Break – next to the Amphitheatre III **(including the preparation of the reports)**



# Budapest

## Plenary Meeting Agenda

25 October 2007

**SINER-GI plenary meeting – day 2 - Main Building/Amphitheatre no. III.**

9.30 – *Discussion in three parallel sessions*

***Objective: to elaborate scenarios for each case according to general hypothesis***

**Session 1 – case 1, 3, 8 -Main building: Amphitheatre no. III**

o facilitator/reporter : Giovanni Belletti and Erik Thévenod-Mottet

o expert: G. Brunori (University of Pisa)

**Session 2 – case 5, 7 - New building: C4.16(415)**

o facilitator/reporter : Filippo Arfini and Talis Tisenkopfs

o expert : J.M. Chappuis (Federal department of agriculture, Switzerland)

**Session 3 – case 2, 4, 6 - New building: C4.17(416)**

o facilitator/reporter : Georges Giraud and Gilles Allaire

o expert : Daniele Giovannucci (Consulting Chair UN International Trade Center)

o *NB For all the 3 sessions all the presented cases together constitute the reference*

11.00 – Coffee Break – next to the Amphitheatre III **(including the preparation of the reports)**

# Methodology

- **For each regional configuration** (geopolitical context), we are supposed to assess:
- - (1) how the developments we can observe thank to the case studies are sustaining one or one other of the three hypothesis, what are the corresponding changes in the actors power configuration?
- - (2) in relation with those developments, what will be the evolution (trajectory of the system) of the concerned GI system (according to its type),
- - (3) what are the impacts of that evolution on sustainable development objectives.



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**SINER-GI plenary meeting – day 2 - Main Building/Amphitheatre no. III.**

11.00 – Coffee Break – next to the Amphitheatre III (**including the preparation of the reports**)

12.00 – Short reports of the 3 sessions (10 mn presentation + 10 mn discussion), (Chairman: Mitchell Ness, Reporter: Franck Galtier)

13.00 – Lunch - Main Building (Floor: -1) Restaurant

14.00 – 14.45 Comparison and synthesis of the Cases studies (by P1, P3 and P7) – draft1 (Gilles Allaire and al.)

14.45 - General discussion (Chairman Talis Tisenkopfs, Latvia University, reporter: Delphine Marie-Vivien)

15.30 – Next steps (WP6 finalisation and WP7 preparation) (Chairman: Gilles Allaire, Reporter: Denis Sautier)

16.30 – End of the plenary meeting



# Budapest

# Steering Committee Meeting

25 October 2007

**SINER-GI plenary meeting – day 2 - Main Building/Amphitheatre no. III.**

16.30 – Welcome and presentation of the meeting agenda (G. Allaire)

16.30 – Decisions on WP5 final delivery (in November), end of case study reports, dissemination (Basis: D. Sautier, Chairman: G. Allaire)

16.50 – How we pursue collective WP6 synthesis (delivery in December and second regional meeting (Santiago) preparation (Basis: G. Allaire, Chairman: D. Barjolle)

17.10 – Decisions on WP7 and WP8 agenda (including PAB meeting) (Basis: G. Allaire, M. Ness, F. Arfini, Chairman: D. Sautier)

17.30 – WP7 methodology. Organisation of a pre-meeting (Basis: G. Allaire, M. Ness, F. Arfini, Chairman: D. Sautier)

17.45 – Strategic guide on GI, FAO meeting (Basis: G. Allaire, M. Ness, F. Arfini, Chairman: D. Sautier)

18.45 – Financial issues: validation of changes in budget breakdown (Basis: F. Wallet, Chairman: G. Allaire)

19.00 – End of the Steering Committee