



## 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

8:30	Welcome
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	<b>Opening speech</b>
8:45	<i>Ueli LEUENBERGER</i> <i>President of the Swiss Green Party, Member of the National Council</i>
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9:00	<b>General presentation of the SINER-GI project</b> <i>Gilles ALLAIRE (INRA Toulouse), project co-ordinator</i>
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	<b>SINER-GI results</b> <i>Chairman: Talis TISENKOPFS</i>
	1. Comparative analysis of GI systems in the international trade regime contexts <i>Denis SAUTIER (CIRAD-UMR Innovation)</i>
9:15	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>
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10:45	Coffee break
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	<b>SINER-GI perspectives</b>
11:15	New issues and research perspectives <i>Gilles ALLAIRE (INRA Toulouse)</i>
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11.35	<b>General debate</b> <i>Chairman: Erik THÉVENOD-MOTTET (AGRIDEA)</i>
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12:00	Lunch
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13:15	<b>SINER-GI outputs:</b> presentation of the SINER-GI/FAO strategic guide, and others tools and publications <i>Filippo ARFINI (University of Parma), Frederic WALLET (INRA Toulouse)</i>
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	<b>Presentation of thematic analysis based on case studies, part 1</b> <i>Chairman: François CASABIANCA (INRA Corte)</i> <i>Discussant: Hielke van der MEULEN (Wageningen University)</i>
	1. A Brazilian perspective on GIs <i>John WILKINSON (UFRRJ), Claire CERDAN (CIRAD UMR Innovation – USFC)</i>
13:45	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>
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15:00	Coffee break
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	<b>Presentation of thematic analysis based on case studies, part 2</b> <i>Chairman: François CASABIANCA (INRA Corte)</i> <i>Discussant: Cristina RUEDA CATRY (European Commission, DG Agri)</i>
	3. A New World for GIs: the stakes on major origin products in North America <i>Anna PERRET, Erik THÉVENOD-MOTTET (AGRIDEA)</i>
15:30	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 Moisa), Giovanni BELLETTI (University of Florence), Andrea MARESCOTTI (University of Florence)</i>

### **Conclusive Round Table with GI stakeholders**

16:45	Geographical Indications: are they a tool for sustainable development, taking into account global food issues? <i>Filippo ARFINI (University of Parma), Justin HUGHES (Cardoso School of Law), Emilie VANDECANDELAERE (FAO), John WILKINSON (UFR Rio de Janeiro)</i> Presentation: <i>Massimo VITTORI (ORIGIN)</i>
17:45	Departure for the Boucherie du Palais in Carouge (Geneva)
18:45	<b>Presentation and demonstration of the project of PGI Longeole</b> (traditional sausage from the region of Geneva) <i>Francisco FERNANDEZ, Geneva State Department for Agriculture</i> <i>André VIDONNE, Butcher</i>
19:30	<b>Tasting of Longeole and dinner</b> at the Boucherie du Palais and Community Hall in Carouge
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 and poster session
11:00	Parallel scientific sessions, part 3 & 4
12.30	General discussion and conclusion
	Lunch
13:00	<i>Prepared by the Courtois Farm (<a href="http://www.fermecourtois.ch">http://www.fermecourtois.ch</a>) With a support from the Swiss Association of PDOs and PGIs (<a href="http://www.aoc-igp.ch">http://www.aoc-igp.ch</a>)</i>

### 9:00 – 10:30

#### Parallel scientific sessions, part 1

Chairman: Georges GIRAUD (ENITAC)

Thierry LINCK (INRA-LRDE), Magali ESTEVE (AGRIDEA), Dominique BARJOLLE (AGRIDEA), Rémi BOUCHE (INRA Corte)

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

Discussant: Hubert DEVAUTOUR (CIRAD-UMR Innovation)

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*

Discussant: Emilie VANDECANDELEARE (FAO)

#### Parallel scientific sessions, part 2

Chairman: Filippo ARFINI (University of Parma)

Marguerite PAUS (IED – ETH Zurich)

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

Discussant: Barna KOVACS (University of Corvinus, Budapest)

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

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

Discussant: Olivier ROQUE (AGRIDEA)

### 11:00 – 12:30

#### Parallel scientific sessions, part 3

Chairman: Giovanni BELLETTI (University of Florence)

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

*Geographical indications: International Conflicts and Challenges*

Discussant: Frédéric WALLEY (INRA Toulouse)

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*

Discussant: Thierry LINCK (INRA Corte)

**11:00 – 12:30**

**Parallel scientific sessions, part 4**

Chairman: John WILKINSON (UFR Rio de Janeiro)

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

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

Discussant: José MUCHNIK (INRA Montpellier)

Dwijen RANGNEKAR (Warwick University)

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

Discussant: Delphine MARIE-VIVIEN (CIRAD-UMR Innovation)

**12.30 – 13.00**

**General discussion and conclusion**

*Chairman: Gilles ALLAIRE (INRA Toulouse)*

Georges GIRAUD (ENITAC), Filippo ARFINI (University of Parma), Giovanni BELLETTI (University of Florence), John WILKINSON (UFR Rio de Janeiro)

# 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 - Switzerland



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

UNIVERSITY OF  
NEWCASTLE



**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)