



Food and Agriculture
Organization of the
United Nations



Regional Seminar on the Promotion of Geographical Indications “Promoting the origin, quality and local wisdom”

1. Organizers and main partners

The Department of Intellectual Property (DIP), Ministry of Science and Technology of the
LAO PDR

The FAO-AFD Regional Project for the Promotion of Rural Development through
Development of Geographical Indications at Regional Level in Asia

The French Embassy in Lao PDR

The Department of SMEs Promotion, Ministry of Industry and Commerce of the Lao PDR

The Lao National Chamber of Commerce and Industry

The European Chamber of Commerce and Industry in Lao PDR

2. Date and Venue

Wednesday 26 October and Thursday 27 October, 2016

Landmark Mekong Riverside Hotel

Vientiane, Lao PDR

3. Background and Objectives

During the past decade, the interest for Geographical Indications (GIs) has grown worldwide, and particularly in Asia, making of this region one of the most dynamic with Europe for GI registration. Over 150 GI are already registered in ASEAN countries alone. A growing number of countries are enacting GI legislations putting in place National GI registration systems allowing for the protection of national and foreign GI products. In 2016, the LAO PDR is joining this trend in launching its GI registration system and in preparing to welcome both national and international GI applications in the coming months.

By nature, a GI is collectively owned and managed. Both the structure and efficiency of the “GI management group” (which is often organized as an association or an interprofessionnal organization), are a key element for the GI existence and success starting from the drafting of the GI specifications/Book of requirements as it allows a transparent dialogue and concertation on the key elements to be inserted in the GI specifications. GI Managements group/organizations also have key roles to play during the life of the GI such as through the organization of traceability and control procedures for the GI stake-holders and also considering collective training and marketing strategy for the GI development.

There are clear opportunities for large groups of stakeholders to gain from better GI protection in the region (including agri-food, tourism industries), but understanding and awareness of what is IP/GI and how it could be used for business need to increase. Better GI understanding

from both public (e.g trade promotion agencies, provincial and tourism authorities, financial institutions) and targeted publics (trade associations, food processors, distributors, banks, etc.) could increase interest on GI asset valuation and generate more financial opportunities/partnership for GI producers/stake-holders.

Promotion strategies (i.e. development of national GI label, promotion campaigns), communication tools and distribution partnerships are key steps to connect GI products with local, regional and international markets. GI groups should develop specific and strategic promotional and marketing strategy campaigns to help GI value chains to benefit from their specificities and know-how and their identity as “traditional and quality products”. However, the first step for success is for GI stake-holders to be able to develop tailor made promotional and marketing strategies adapted for their GI products.

For examples public and private sectors have to be partners to maximize opportunities for GI visibility and promotion. GIs also present important benefits for rural development, tourism, biodiversity and the preservation of cultural heritage. Products value-chains strengthening as well as private-private increased partnerships and dialogue are also key for each GI products success and for the increase of GI awareness and visibility among relevant consumers.

4. Objectifs:

Within this framework, and as part of the “GI week “ in Lao PDR hosted from 25 to 28 October 2016 in Vientiane by the Department of Intellectual Property of the Ministry of Science and Technology of Lao PDR in cooperation with International and local partners of GI development such as the FAO-AFD Regional Project on the promotion of Rural Development through the development of Geographical Indications at Regional level in Asia, the French Embassy in Lao PDR, oriGIn, the Ministry of Industry and Trade of the Lao PDR, the Lao National Chamber of Commerce, the European Chamber of Commerce and Industry in Lao PDR and the Lao Business Women Association, a regional Seminar on the Promotion of Geographical Indications titled :“Promoting the origin, quality and local wisdom” is organized on 26-27 October 2016.

This Seminar will gather GI stake-holders from public and private sectors from numerous countries (Asia, Europe, etc.) to exchange on their experiences and best practices on the promotion of Geographical Indications. This event, will present the key elements of a GI to be considered a part of a promotional strategy such as organization of the value-chains, control and traceability, enforcement issues, covering elements GI public policies, Public-private cooperation and experiences of GI value-chains stake-holders from various countries and promote dialogue and exchange of information and strategies through panels discussions to successfully increase public awareness on GI products, structuration of the values chains and successful promotion an protection of GI product locally and internationally.

5. Audience

The audience is expected to include about 100 participants from a wide range of profiles involved in the direct or indirect promotion and development of Geographical Indications in their various aspects from policy making on rural agricultural development, trade- import and export, SMEs and value-chain development, from private sector development through business

partnership and products valorisation including hospitality businesses, university researchers, NGO, International organizations.

Pre- registration needed. No registrations fees

5. Language

English language.

6. Program

Time	Agenda	Speakers
8:00-8:30	Registration	
8:30-9:00	Opening addresses	<p>-H.E Mrs. Claudine Ledoux, French Ambassador in Lao PDR</p> <p>-Mrs Kundhavi Kadiresan, Assistant Director-General and Regional Representative Regional Office for Asia and the Pacific Food and Agriculture Organization of the United Nations (FAO)</p> <p>- H.E. Mr Boviengkham Vongdara, Minister of Science and Technology of the Lao PDR</p>
9:00-9:30	Photo session and opening of the Exhibition/Fair	
9:30-9:45	General Introduction of the Seminar	-Mr. Stephane Passeri, FAO-AFD Project on the Promotion of Rural Development through Development of Geographical Indications at Regional Level in Asia, FAO Regional Office for Asia and the Pacific
9:45-10:45	<p>Key elements to consider when building National GI development and promotion policies</p> <p>-Promoting Geographical Indications as a tool for sustainable rural development: the FAO Quality and Origin Program</p> <p>-Involving agribusiness players in GI development: Eastern European experiences</p>	<p>-Mrs Catherine Teyssier, Quality and Origin, Voluntary Standards Market Linkages and Value Chains Group ESN,FAO Rome-Italy</p> <p>-Mr. Emmanuel Hidier, Senior Economist, Investment Centre Division, FAO (TCIC) , FAO Rome-Italy</p>

	<p><i>-The challenges of linking GIs to national trade development strategies and promotion. Experience of GIs in the African region</i></p>	<p><i>-Mr. Stefano Inama, Chief, Division for Africa, Least Developed Countries and Special Programmes, UNCTAD-Geneva, Switzerland</i></p>
10:45-11:00	Coffee break	
11:00-12:30	<p>Promotion of Geographical Indications: the Role of Policy makers/ GI competent Authorities in building and promoting GI</p> <p><i>-the experience of France</i></p> <p><i>-the experience of Thailand</i></p> <p><i>-the experience of Vietnam</i></p> <p><i>-the experience of Japan</i></p> <p><i>-the experience of Cambodia</i></p>	<p><i>-Mr Arnaud Faugas-Legal and International Department, National Institute of Origin and Quality (INAO) - France</i></p> <p><i>-Representative Department of Intellectual Property (DIP) , Ministry of Commerce of Thailand</i></p> <p><i>-Ms Nguyen Ngoc Hanh Linh, International Cooperation Division, National Office of Intellectual Property (NOIP), Ministry of Science and Technology of Vietnam</i></p> <p><i>-Representative of the Ministry of Agriculture,Forestry and Fisheries of Japan</i></p> <p><i>-Mr Op Rady, Director of the Department of Intellectual Property (DIP), Ministry of Commerce of Cambodia</i></p>
12:30-13:30	Lunch	
13:30-15:00	<p>Promotion of Geographical Indications: a collective approach through the GI value chains (part 1)</p> <p><i>-building the GI collective approach</i></p>	<p><i>-Ms Fatima Amehri, President of oriGIn and President of the Association of the GI Argan Oil (AMIGHA), Morocco</i></p> <p><i>-Mr Sok Sarang, Representative of the Kampong Speu Palm Sugar GI Association and Kampot Pepper GI Association - Cambodia</i></p> <p><i>-Mr Vincent Perrin, Director General of the</i></p>

	<p>- GI, a tool for local development and valorization of the area of origin</p> <p><i>Discussion</i></p>	<p><i>GI Champagne Committee (Comite Champagne) – France</i></p> <p><i>- Dr.Krithpaka Boonfueng, Biodiversity-Based Economy Development Office (BEDO)- Ministry of Natural Resources and Environment-Thailand</i></p>
15:00-15.15	<i>Coffee break</i>	
15:15-17:00	<p>Promotion of Geographical Indications: a collective approach through the GI value chains (part 2)</p> <p><i>Discussion</i></p>	<p><i>-MrsMaialen Sarraude, Representative of the GI Association Piment d’Espelette-Espelette Chili- France</i></p> <p><i>-Mr Khambone Phasouk,Ms Isabelle Vagneron and Ms Delphine Marie-Vivian , CIRAD Lao PDR/Vietnam</i></p> <p><i>-Mrs Siriporn Boonchoo, Queen Sirikit Department of Sericulture (QSDS) , Thailand</i></p>
17:00	End of Day 1	

Day 2

<i>Time</i>	<i>Agenda</i>	<i>Speakers</i>
8:30-	<i>Synthesis of day one and presentation of day</i>	

8:40	2	
8.40-10.25	“GI valorization and promotion strategies” – Reaching the consumers : the importance of a trustful control/certification system	<p><i>-Mr Arnaud Faugas, Legal and International Department, National Institute of Origin and Quality (INAO) – France</i></p> <p><i>-Mrs Oratai Silapanapaporn, Advisor, National Bureau of Agricultural Commodity and Food Standards, Thailand</i></p> <p><i>- Mrs Maialen Sarraude. Representative of the GI Association Piment d’Espelette-Espelette Chili- France</i></p> <p><i>-Mr Riccardo Cozzo, Bio Agricert- Italy</i></p> <p><i>-Representative of Cambodia</i></p>
10:25-10:40	Coffee break	
10:40-12:30	“GI protection and enforcement: a key for consumer trust and GI product long term development and profitability”. The importance of public-private joint efforts.	<p><i>Speakers:</i></p> <p><i>-Ms. Nguyen Thi Kim Xuyen , Deparment of Science and Technology (DOST) of Son La</i></p> <p><i>-Mr Arnaud Faugas, Legal and International Department, National Institute of Origin and Quality (INAO) – France</i></p> <p><i>-Representative of GI Kampot Pepper - Cambodia</i></p> <p><i>- Ms Tatiana Metais, Comite Champagne – France</i></p> <p><i>-Ms Fatima Amehri, President of oriGIn and President of the Association of the GI Argan Oil (AMIGHA), Morocco</i></p>
12:00-13:00	Lunch	

13:00-14:45	“GI valorization and promotion strategies” From Local to Global. GI and branding. Roles of Value chain stake-holders. Products and tourism promotion (part 1)	<p><i>Panelists :</i></p> <ul style="list-style-type: none"> - Ms Fatima Amehri, President of the Association of the GI Argan Oil (AMIGHA), Morocco - Mrs Maialen Sarraude. Representative of the GI Association Piment d’Espelette-Espelette Chili- France -Mr. Trieu Thanh Nam, Director, Department of Market Research and Development, Vietnam Trade Promotion Agency (VIETRADE), Ministry of Industry and Trade; -Mr Pascal Billaud, CEO Central Food Retail Group –Thailand -Mr Fabien Marron –STPI Thailand -Representative of Bolaven Coffee-Lao PDR
14:45-15.00	Coffee break	
15:00-16:45	“GI valorization and promotion strategies” From Local to Global. GI and branding. Roles of Value chain stake-holders. Products and tourism promotion (part 2)	<p><i>Panelists:</i></p> <ul style="list-style-type: none"> -Representative of Thailand – GI Lamphun Brocade Thai Silk –Thailand -Representative of an Asian Tourism authority -Asian Chefs -Ms. AnchalikaKijkanakorn. President of the Akaryn Hotel Group-Thailand -Mr.Mickael Frangin, General Manager,

		<i>Landmark Mekong Riverside -Lao PDR</i> <i>-Mrs Chanthachone Vongsay, President of the Lao Business Women's Association- Lao PDR</i>
16.45- 17:00	Conclusions and end of the Seminar	