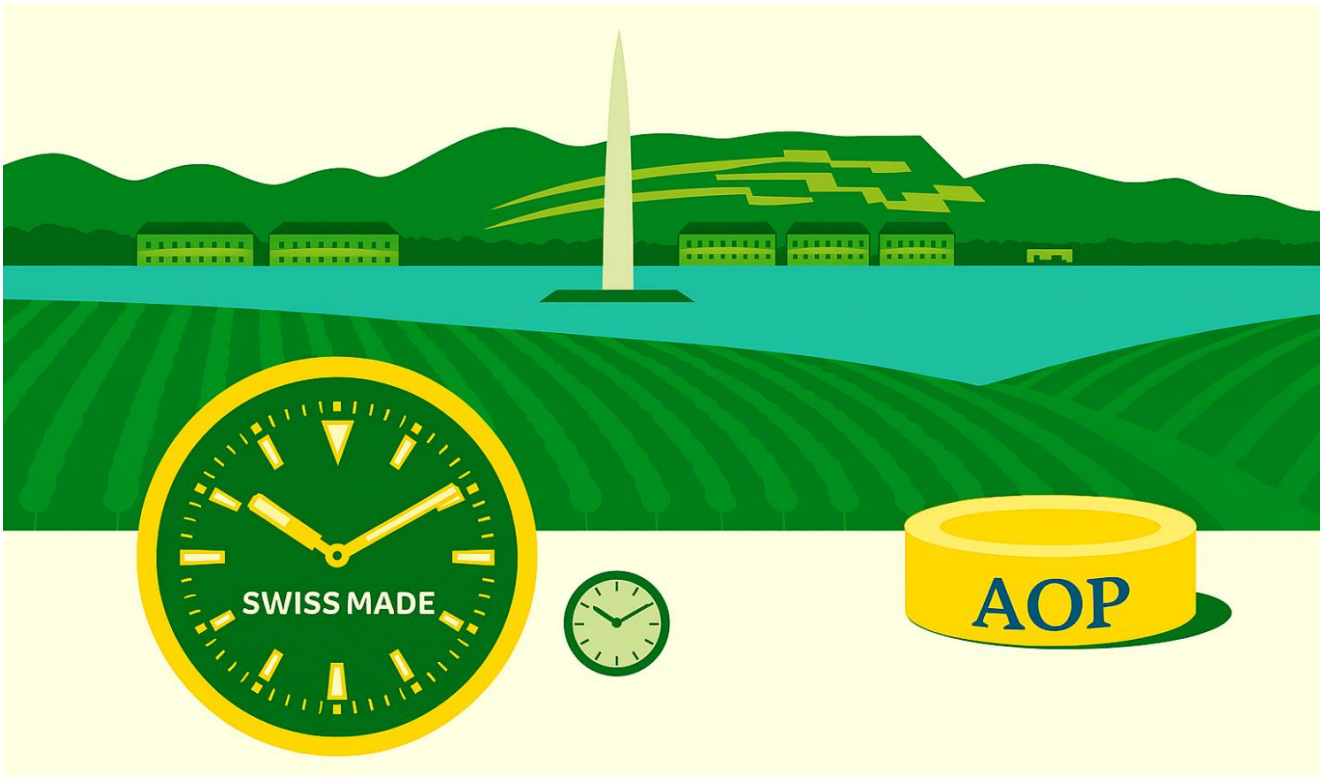
CO-ORGANIZED WITH

oriGIn
Organization for an International Geographical Indications Network

IGE | IPI
Eidgenössisches Institut für Geistiges Eigentum
Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property



2026 oriGIn Expert Meeting on Geographical Indications

GIs as a Pillar of Multilateral Cooperation

18–19 June 2026 · Geneva, Switzerland

PARTNERS

BLANC DE NOIR COMMUNICATION AND BEYOND
Golden

PARMIGIANO REGGIANO
Silver

LE GRUYÈRE SWITZERLAND AOP
Bronze

EBRAND
Bronze

Partners

GOLDEN BLANCDENOIR COMMUNICATION AND BEYOND

SILVER PARMIGIANO REGGIANO

BRONZE LE GRUYÈRE® SWITZERLAND AOP

BRONZE EBRAND

Programme at a Glance

Overview of all sessions across both tracks

■ PLENARY	■ LEGAL ROOM	■ PROMOTION & SUSTAINABILITY
Hall of Stars, Atrium	*Auditorium, Ground Floor*	*Diablerets Room, Ground Floor*

Day 1 — Thursday, 18 June 2026

TIME	■ LEGAL ROOM	■ PROMOTION & SUSTAINABILITY
12:00–14:00	**Registration — Welcoming Desk, Octagon, Ground Floor**	
14:00–15:00	**PLENARY — Opening Keynotes · Hall of Stars, Atrium**	
15:00–17:00	Regulation (EU) 2024/1143: Implementation Issues Two Years After Entry into Force	GI Promotion Programs: Strategies, Funding Opportunities, Target Markets
17:00–17:30	*Coffee Break — Atrium*	
17:30–19:30	Building Bridges: GIs in International Treaties	Innovation and Search of Partners for GI Promotion: Matchmaking Session
19:30–23:00	*Networking Cocktail — Terrasse Genecand, Ground Floor*	

Day 2 — Friday, 19 June 2026

TIME	■ LEGAL ROOM	■ PROMOTION & SUSTAINABILITY
08:30–10:30	TMs Applications and GIs: A Global Update	GIs in a Privileged Position to Respond to Sustainability Challenges
10:30–11:00	*Coffee Break — Atrium*	
11:00–13:00	Technologies for GI Protection	Technologies for GI Sustainability

Full Programme

■ PLENARY	■ LEGAL ROOM	■ PROMOTION & SUSTAINABILITY
Hall of Stars, Atrium	*Auditorium, Ground Floor*	*Diablerets Room, Ground Floor*

Day 1 — Thursday, 18 June 2026

REGISTRATION · 12:00–14:00
Welcoming Desk · Octagon, Entrance

■ PLENARY · 14:00–15:00 · *Hall of Stars, Atrium*
Opening Keynotes, Geographical Indications as a Pillar of Multilateral Cooperation

Mr. Daren Tang *Video Message*	Director General · World Intellectual Property Organization (WIPO)
Ms. Johanna Hill	Deputy Director General · World Trade Organization (WTO)
Mr. Christophe Hansen *Video Message*	Commissioner for Agriculture and Food · European Commission
Mr. João Negrão *Video Message*	Executive Director · European Union Intellectual Property Office (EUIPO)
H.E Thomas Gürber	Permanent Representative of Switzerland to the United Nations Office and the other international organizations in Geneva
Ms. Alessandra Baldeschi *Partner*	Public Relations Director · Blancdenoir Communication Agency
Mr. Riccardo Deserti *Partner*	Director General · Consorzio Parmigiano Reggiano
Mr. Olivier Isler *Partner*	Director · Interprofession du Gruyère
Mr. Stefan Moritz *Partner*	Chief Commercial Officer (CCO) · EBRAND

■ LEGAL ROOM
Auditorium

15:00–17:00

Regulation (EU) 2024/1143: Implementation Issues Two Years After Entry into Force

Moderator: Thomas Julien · *Conseil Interprofessionnel du Vin de Bordeaux (CIVB)*

- *New Provisions to Further Strengthen a Solid System,* **Aleksandra (Ola) Jezowska-Minarik** · *European Commission, DG Agri*
- *Spirits GIs: Indication of the Name of the Producer in the Labelling, Amendment Within the 2025 Wine Package,* **Mattia Mattei** · *Assodistil*
- *The Nero Champagne Ruling and its Implications on Recent TM Decisions in the EU: A Fresh Look at the Issue in Light of Regulation 1143,* **Ginevra Righini** · *DLA Piper*
- *The New Confusion Test: The Impact of Article 26(3) on the Relation Between GIs and National Laws,* **Alessandro Sciarra and Cristiana Andreotta** · *Bird & Bird*
- *Are All Geographical Indications Equal Under Reg. 2024/1143,* **Theodore Georgopoulos** · *Casalonga*
- *The Use of GIs as Ingredients: Issues Related to Intermediary Products and Controls,* **Delphine Marie-Vivien** · *CIRAD*

■ PROMOTION & SUSTAINABILITY ROOM
Diablerets

15:00–17:00

GI Promotion Programs: Strategies, Funding Opportunities, Target Markets

Moderator: Massimo Vittori · *Global GIs Alliance, oriGIn*

- *Promotion Programs and Other Initiatives: Opportunities Within the EU,* **Manon Allain-Launay** · *EU Commission, DG Agri*
- *"Move the Passion" & "Think Milk": Success Stories by Blancdenoir,* **Alessandra Baldeschi** · *Blancdenoir Communication Agency*
- *Promoting Value: Case Studies of Success in EU Agri-Food Promotion with LC International,* **Alessandra Torino** · *LC International*
- *The Promotion Strategy of Grana Padano Consorzio: Integrated Marketing,* **Lorenzo Tamburini** · *Consorzio Grana Padano*
- *Practical Tips in Implementing Promotion Programs: The Experience of Italian Groups in the Salami Sector,* **Gianluigi Ligasacchi** · *Salumitalia*
- *The Experience of CNAOL,* **Guylène Tillard** · *CNAOL*
- *The Experience of ORIGEN España,* **Federico Moncunil** · *ORIGEN España*

17:00–17:30 · *Coffee Break — Atrium*

■ LEGAL ROOM
Auditorium

17:30–19:30

Building Bridges:
GIs in International Treaties

Moderator: Alexandra Grazioli · *World Intellectual Property Organization (WIPO)*

- *Adapting the Lisbon System to Contemporary Challenges,* **Erik Thevenod-Mottet** *&* **Nicolas Guyot** · *Swiss Federal Institute of Intellectual Property (IPI)*

■ PROMOTION & SUSTAINABILITY ROOM
Diablerets

17:30–19:30

Innovation and Search of Partners for GI Promotion: Matchmaking Session

Moderator: Massimo Vittori · *Global GIs Alliance, oriGIn*

- *Communication as Experience: Discover Our Innovative Approach,* **Alessandra Baldeschi** · *Blancdenoir Communication Agency*
- *The WIPO Global Awards for SMEs / Startups,* **Marcelo di Pietro** · *World Intellectual Property Organization (WIPO)*

- *Legal Certainty, Multilateralism, Transparency: GI Protection in EU Agreements,* **Raimondo Serra** · *European Commission, DG Agri*
- *Prior Users Lists in GI Agreements: Implementing Issues,* **Giorgio Bocedi** · *Consorzio Parmigiano Reggiano*
- *Legal Certainty in Markets and Domain Name Environment: A Pragmatic Approach between International Treaties and Business Solutions,* **Charles Goemaere** · *Comité Champagne*
- *How EU Cooperation Projects Contributed to Multilateral GI Protection,* **Martijn Huysmans** · *Utrecht University*
- *Modena Balsamic Genius: A Short Film to Explore Aceto Balsamico di Modena Identity,* **Andrea Mancuso Morini** · *Consorzio Aceto Balsamico di Modena*
- *Hub&Spoke Communication: A New Model for GI Promotion and Territorial Reputation,* **Arianna Ruzza** · *ISUAL*

19:30–23:00 · 🍸 *Networking Cocktail — Terrasse Genecand, Ground Floor*

Day 2 — Friday, 19 June 2026

■ LEGAL ROOM

Auditorium

08:30–10:30

TMs Applications and GIs:
A Global Update

Moderator: Nicolas Guyot · *Swiss Federal Institute of Intellectual Property (IPI)*

- *The 2026 EUIPO Trade Mark Guidelines: Major Advancements Regarding Applications in Conflict with GIs,* **Antonio Berengue Reguant** · *European Union Intellectual Property Office (EUIPO)*
- *Use of GIs in a Trade-Mark-like Manner and Other Types of Functional Misuse: State of Play and Examples of Case Law in the EU and Beyond,* **Nicolas Clarembeux** · *Altius*
- *The Protection of GIs Containing Non-Geographical Names: Recent Case-Law and Future Perspectives,* **Paolo Veronesi** · *Società Italiana Brevetti (SIB) &* **Stefano Vergano** · *Jacobacci*
- *The International Protection of Cognac: An Update on Favorable Decisions of Conflicting TM Applications,* **Amandine Duthilleul** · *Bureau Interprofessionnel du Cognac (BNIC)*

■ PROMOTION & SUSTAINABILITY ROOM

Diablerets

08:30–10:30

GIs in a Privileged Position to Respond to Sustainability Challenges

Moderator: Massimo Vittori · *Global GIs Alliance, oriGIn*

- *Controls as an Essential Element of any Credible Sustainability GI Policy,* **Maria Chiara Ferrarese** · *CQSA Certificazioni*
- *Beyond Green. Thriving on Disruption through Ethical GIs,* **Flavio Innocenzi** · *Consorzio Asiago*
- *The Development Potential of the FAO-oriGIn Methodology,* **Valerie Pieprzownik** · *UN Food and Agricultural Organization (FAO)*
- *Terroir Under Pressure: The Future of GIs in a Shifting Global Landscape,* **Megan Carpenter** · *University of New Hampshire*
- *Beyond Socio-Economic Surveys: Addressing Ground Challenges and Building Opportunities for Sustainable GI Development – Experiences from Banaras Gulabi Meenakari (India) and Birigui (Brazil),* **Lalit Ambastha** · *Reinforce Intellectual*

- *The Protection of GIs Against TM Applications in Latin America,* **Mario Pomares** · *Berenguer & Pomares Abogados*

Property Association (RIPA) and **Paula Fabiane Martins** · *Instituto Federal de São Paulo (IFSP)*

- *Sustainability Efforts by the French PDO Cheese sector*, **Julia De Castro** · *CNAOL, TBC*
- *GI SMART: Assessing GI Sustainability and Supporting Transition Pathways,* **Isabella Maglietti Smith & Rosmeri Mele** · *GI SMART Project*

10:30–11:00 · *Coffee Break — Atrium*

■ LEGAL ROOM

Auditorium

11:00–13:00

Technologies for GI Protection

Moderator: Fernando Cano Treviño · *Consejo Regulador del Tequila (CRT)*

- *Online Brand Protection for GIs,* **Stefan Moritz** · *EBRAND*
- *GI Enforcement - Use of New Technologies & Update on New Legal Framework in Germany,* **Niklas Fels and Joseph Fesenmair** · *Bird&Bird*
- *The New gTLD Program: 2026 Round,* **Laurent Ferrali** · *Internet Corporation for Assigned Names and Numbers (ICANN) &* **Pierre Bonis** · *Association française pour le nommage Internet en cooperation (Afnic)*
- *Technology and Geographical Indications: Building Trust, Traceability, and Legality,* **Shruthi Kaushik** · *Patentwire*

■ PROMOTION & SUSTAINABILITY ROOM

Diablerets

11:00–13:00

Technologies for GI Sustainability

Moderator: Federico Desimoni · *Consorzio Aceto Balsamico di Modena (CABM)*

- *How Online Brand Protection Contributes to the Economic Sustainability Pillar,* ***André Stadelmaier*** · *EBRAND*
- *Craft Geographical Indications and Digital Product Passports: Towards a Lifecycle-Based Model of Sustainable Protection,* ***Wiktoria Sikorska*** · *University of Silesia in Katowice*
- *WIPO GREEN initiatives in the field of GIs,* **Peter Oksen** · *World Intellectual Property Organization (WIPO)*