



ASEM Working Group on Intellectual Property: Meeting on Geographical Indications

The Imperial Queen's Park Hotel, Bangkok

Final programme

(The official language of the meeting is English)

June 30th, 2006

8.15 - 9.00

Registration

9.00 - 9.20

Welcome address

-**Ms. Wiboonlasana Ruamraksa**, Deputy Director General of the Department of Intellectual Property, Ministry of Commerce, Thailand.

-**Mr. Daniel Boissières**, Head of Unit Cooperation and Bilateral Relations, Ministry of Agriculture, France.

Theme One:

9.20 - 10.20

Geographical Indications Protection in Europe and Asia

The protection system of geographical indication in Europe and Asia: legal and economic perspectives of effective Geographical Indication Protection.

Speakers: - **Ms. Emawati Junus**, Director of Trademarks, DGIPR, Ministry of Law and Human Rights, Indonesia.
- **Mr. Jesus Zorrilla**, Head of Unit, Directorate-General for Agriculture, European Commission.

Moderator: **Dr Kajit Sukhum**, Director of Promotion and Development of Intellectual Property, Ministry of Commerce, Thailand.

10.20 - 10.45

Discussion

10.45 - 11.00

Coffee Break

Theme Two:

11.00 - 11.40

International aspect on the extension of Geographical Indications Protection.

TRIPS standard and new development for protecting Geographical Indications.

Speakers: - **Mr. Antonio Berenguer**, Administrator, Directorate-General for Trade, European Commission.
- **Dr. Tanapoj Ekkayokkaya**, Intellectual Property and Development Division, Department of Intellectual Property, Ministry of Commerce, Thailand.

Moderator: **Mr. Jean-Jacques Bouflet**, Minister Counsellor, Trade Section, Delegation of the European Commission to Thailand

11.40 - 12.00

Discussion

12.00 - 13.30

Lunch Break

Theme Three:

13.30 - 14.30

Valorisation of the Products and the Territories for sustainable rural development. Control Organisation.

The use of GIs as the differentiating tool for valorisation and development GIs products including quality control.

Speakers: - **Mr. Liang Sen**, Civil Servant, Trademark Office, China.

- **Mr. Juan Bta Juan Gimeno**, Director of Valencian Citrus Fruit, Spain.

Moderator: **Ms Ana Soeiro**, Head of Division of Promotion Quality Products, Ministry of Agriculture, Portugal.

14.30 - 15.00

Discussion

15.00 - 15.15

Coffee Break

Theme Four :

15.15 - 16.00

Geographical Indications Promotion: Possible Jointly Initiatives.

The way to jointly promote and market GIs products such as twinning products, guidebooks on Geographical Indication ect.

Speakers: - **Mr. Daniel Boissières**, Head of Unit Cooperation and Bilateral Relations, Ministry of Agriculture and Fishery, France.

- **Mr. Tran Viet Hung**, Deputy Director General, National Office of Intellectual Property, Viet Nam.

Moderator: **Dr. Tanapoj Ekkayokkaya**, Intellectual Property and Development Division, Department of Intellectual Property, Ministry of Commerce, Thailand.

16.00 - 16.25

Discussion

16.25 - 16.40

Drafting of the joint co-chairman statement and closing of the meeting.

- **Representative of a EU member state or European Commission.**

- **Representative of Thailand.**

June 29th, 2006 (the day before ASEM meeting at Oriental Hotel)

19.00 – 21:00

Cocktail Reception hosted by the Ambassador-Head of EC Delegation to Thailand.

- Welcome Address by Mr. Jean-Jacques Bouflet, Minister Counsellor, Delegation of the European Commission to Thailand.
- Welcome Address by Mr. Kanissorn Navanugraha, Director General of Department of Intellectual Property, Ministry of Commerce, Thailand.
- Welcome Address to ASEM Delegations by H.E. Laurent Aublin, Ambassador of France.