

## Speakers

- Mohammed Ouhmad Sbitri: Executive Director, IOC, Madrid, Spain  
Jean-Louis Barjol: Deputy Director, Head of the Survey & Assessment Division, IOC, Madrid, Spain
- David Thual: Insight Consulting, Brussels, Belgium  
Fanny Lossy: Insight Consulting, Brussels, Belgium  
Marcelo Zimbone: Preside, Facoltà di Agraria, Università Mediterranea della Calabria, Italy
- Marina Testu: Chef de Groupe Marketing Développement RHF, International Lesieur, France
- Antony Taubman: Director, Intellectual Property Division, World Trade Organization (WTO), Geneva, Switzerland
- Matthijs Geuze: Head, International Appellations of Origin Registry, World Intellectual Property Organization (WIPO), Geneva, Switzerland
- Gabriela Catalani: Asesora Técnica, Dirección de Relaciones Agroalimentarias Internacionales, Ministerio de Agricultura, Ganadería y Pesca, Buenos Aires, Argentina
- Pavlos Dimitriou: Directorate-General for Agriculture and Rural Development, European Commission, European Union (EU), Brussels, Belgium
- José Manuel Bajo Prados: Coordinador, Sectorial Nacional del Aceite de Oliva Virgen con DO, Baena, Córdoba, Spain
- Khadija Bendriss: Chef de la Division de la Labellisation, Ministère de l'Agriculture et de la Pêche maritime, Rabat, Morocco
- Hakan Kiziltepe: Trademark examiner, Turkish Patents Institute, Ankara, Turkey
- Samira Sifi: Chargée des dénominations d'origine, Office Nationale de l'Huile, Tunis, Tunisia
- Zohar Kerem: Food chemist, Institute of Biochemistry, Food Science and Nutrition, Robert H. Smith Faculty of Agriculture, Food and Environment, The Hebrew University of Jerusalem, Rehovot, Israel
- Giuseppe Zimbalatti: Dirigente generale, Dipartimento de Agricoltura, foreste e forestazione della Regione Calabria, Italy

### Organised by:

International Olive Council (IOC)  
C/Príncipe de Vergara, 154  
Madrid - Spain  
Tel.: 91 590 36 38  
Fax: 91 563 12 63  
<http://www.internationaloliveoil.org>



International Olive Council

## INTERNATIONAL SEMINAR

**Geographical indications**  
in the olive oil and table olive sector

*Villa San Giovanni (Italy), 21 October 2010*



The objective of this seminar is to publicise the findings of the study carried out on geographical indications in the olive oil and table olive sector. The study describes the legal framework of GIs in IOC member countries and other producing countries; reports the legal instruments available in each country to protect GIs; provides a summary of bilateral and multilateral negotiations on intellectual property issues; provides a comparative review of GI specifications; and lists potential new GIs in producer countries.



- 9.00- 9.10 Welcome speeches  
*Italian authorities*
- 9.10- 9.25 Introduction  
*Mohammed Ouhmad Sbitri, Executive Director, IOC*
- 9.25 – 9.40 Opening remarks  
*Marcelo Zimbone, Preside, Facoltà di Agraria, Università Mediterranea della Calabria, Italy*
- 9.40 – 9.55 Market for origin-labelled olive oils and table olives  
*Marina Testu, Chef de Groupe Marketing Développement RHF, Lesieur, France*
- 1<sup>st</sup> Panel – *Legal protection of olives and table olives with a GI in the main producing and consuming markets***  
*Moderator: Jean-Louis Barjol, Deputy Director, IOC*
- 9.55 – 10.10 Presentation of the main elements of the IOC-commissioned study on the legal framework for the protection of GIs  
*David Thual, Insight Consulting, Belgium*
- International and bilateral framework for the protection of GIs***
- 10.10 – 10.25 Multilateral negotiations at WTO  
*Antony Taubman, Director, Intellectual Property Division, WTO*
- 10.25 – 10.40 Multilateral negotiations at WIPO  
*Matthijs Geuze, Head, International Appellations of Origin Registry, WIPO*
- 10.45 – 11.15 Coffee break
- 11.15 – 11.30 GIs from the point of view of Argentina  
*Gabriela Catalani, Asesora Técnica, Dirección de Relaciones Agroalimentarias Internacionales, Argentina*
- 11.30 – 11.45 GIs from the point of view of the EU  
*Pavlos Dimitriou, European Commission, EU*
- 11.45 – 12.45 Discussion
- 13.00 – 14.00 Buffet lunch
- 2<sup>nd</sup> Panel – *How GIs are implemented in the olive oil and table olive sector***  
*Moderator: Jean-Louis Barjol, Deputy Director, IOC*
- 14.30 – 14.45 Presentation of the findings of the IOC-commissioned study on existing and potential GIs  
*David Thual and Fanny Lossy, Insight Consulting, Belgium*
- Case studies:**
- 14.45 –15:00 EU experience: GIs produced in a small and large geographical area  
*José Manuel Bajo Prados. Coordinador, Sectorial Nacional del Aceite de Oliva Virgen con DO, Spain*
- 15.00 – 15.15 Morocco's experience in protecting an olive oil GI  
*Khadija Bendriss, Chef de la Division de la Labellisation, Morocco*
- 15.15 – 15.30 Turkey's experience in protecting an olive oil GI  
*Hakan Kiziltepe, trademark examiner, Turkey*
- 15.30 – 16.00 Tunisia's work in establishing GIs in the olive sector  
*Samira Sifi, Chargée des dénominations d'origine, Tunisia*
- 16.00 – 16.15 Establishing GIs in Israel's olive sector: now and in the future  
*Zohar Kerem, food chemist, Israel*
- 16.15 – 17.15 Discussion
- 17.15 – 17.30 Conclusions and closing remarks  
*Giuseppe Zimbalatti, Dirigente generale, Dipartimento de Agricoltura della Regione Calabria, Italy*
- 17.30– 17.45 Recommendations  
*Mohammed Ouhmad Sbitri, Executive Director, IOC*