



## **AFRICAN UNION – EUROPEAN UNION WORKSHOP**

***“Creating value through Geographical Labelling and Indications:  
the Power of Origin”***

Kampala, Uganda

THURSDAY 10<sup>th</sup>, FRIDAY and 11<sup>th</sup> November 2011

Registration:  
Thursday 10<sup>th</sup>: 8:00  
Friday 11<sup>th</sup>: 8:30

### **FORMAL OPENING** 9:00

Opening Remarks:

H.E. Lingston CUMBERBATCH, Director of Trade.Com Facility

H.E. Rhoda Peace TUMUSIIME,  
Commissioner for Rural Economy and Agriculture, Africa Union Commission (AUC)

H.E. Dr Roberto RIDOLFI  
Ambassador - Head of the European Union Delegation to Uganda

Hon. Amelia KYAMBADDE  
Uganda Minister of Trade, Industry and Cooperatives  
Opening of the Conference

## SEMINAR DETAILS

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<b>Title of the Seminar:</b>	AU Workshop “Creating value through Geographical Labelling and Indications: the Power of Origin”
<b>Date:</b>	10 <sup>th</sup> and 11 <sup>th</sup> November 2011
<b>Time:</b>	9:00 a.m. - 6:00 p.m.
<b>Location:</b>	Kampala
<b>General Objective:</b>	Support in the development of markets for African products, thus stimulating economic development, improving the livelihood of populations and contributing to poverty alleviation.
<b>Specific Objectives:</b>	<ul style="list-style-type: none"><li>- Develop strategies for adding value through marketing product origin, in particular concerning GIs</li><li>- Sensitize relevant stakeholders on: (i) the nature, scope and function of GIs; (ii) the international context for GI protection; (iii) the potential GIs offer as a tool for proprietors to develop markets for their products; and (iv) the necessary conditions that need to be in place to enhance this potential.</li><li>- Identify products qualifying for GI protection and enhance the capacity of stakeholders to utilize GIs for important development needs.</li><li>- Aid policymakers in the development of national/regional policy, legislative and institutional frameworks for GIs administration and regulation.</li></ul>

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**WELCOME AND OPENING REMARKS**  
**9:00**

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**H.E. LINGSTON CUMBERBATCH, DIRECTOR OF TRADECOM FACILITY**

**H.E. RHODA PEACE TUMUSIIME, COMMISSIONER FOR RURAL  
ECONOMY AND AGRICULTURE,  
AFRICA UNION COMMISSION (AUC)**

**H.E. DR ROBERTO RIDOLFI  
AMBASSADOR - HEAD OF THE EUROPEAN UNION DELEGATION TO  
UGANDA**

**HON. AMELIA KYAMBADDE  
UGANDA MINISTER OF TRADE, INDUSTRY AND COOPERATIVES**

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## CONFERENCE AGENDA

**THURSDAY 10<sup>th</sup> NOVEMBER 2011**

### **Morning**

<b>Time</b>	<b>Activity</b>
8:00 a.m.– 9:30 a.m.	Registration
9:30 a.m. – 9:50 a.m.	Welcome and Opening Remarks (10 minutes each) <ul style="list-style-type: none"><li>• H.E.M. Lingston CUMBERBATCH, Director of Trade.Com Facility</li><li>• H.E.M. Rhoda Peace TUMUSIIME, Commissioner for Rural Economy and Agriculture, Africa Union Commission (AUC)</li><li>• H.E. Dr Roberto RIDOLFI, Ambassador - Head of the European Union Delegation to Uganda</li><li>• Hon. Amelia KYAMBADDE, Uganda Minister of Trade, Industry and Cooperatives</li></ul>
9:50 a.m.– 10:05 a.m.	<b>Coffee and Tea Break</b>
<b>SESSION 1: ORIGIN AS TOOL FOR DEVELOPMENT</b> <b><u>Chair for Session 1: Mr Okaasai OPOLOT, Director of Crop Resources – Ministry of Agriculture</u></b>	
10:05 a.m.– 10:25 a.m.	<u>GIs as a tool for development: Its special nature and characteristics</u> <b>Professor Ruth OKEDIJI,</b> Professor at University of Minnesota Law School

Time	Activity/Discussion Topic	Keynote Speaker(s)
10:25 a.m.– 10:45 a.m.	<p><u>Protection of origin-designated products in ACP countries: overview of current research and trends</u></p> <ul style="list-style-type: none"> <li>• <u>Protection of agricultural products</u></li> <li>• <u>Protection of handicrafts and small-scale manufactures</u></li> </ul> <p><u>Outcomes and key lessons of Trade.Com-sponsored GIs conference held in 2010</u></p>	<p><b>Professor Graham DUTFIELD,</b> Professor at Leeds University</p>
10:45 a.m.– 11:15 a.m.	<p><u>Presentation of the OAPI and ARIPO initiatives in the field of GIs</u></p>	<p><b>Mr. McDave Elias APPIAH</b> Expert ARIPO</p> <p><b>Mr. Héhé KPOHOMOU KAAMON</b> Chargé du programme IG OAPI</p>
11:15 a.m.– 11:35 a.m.	<p><u>Adding value to agricultural products through their origin and special characteristics</u></p>	<p><b>Mr. Francis FAY</b> Deputy Head of Unit, DG AGRI – European Commission</p>
11:35 a.m.– 12:00 a.m.	<p><b>Questions and Discussion</b></p>	
12:00 a.m. – 2:00 p.m.	<p><b>Lunch</b></p>	

Afternoon

**SESSION 2: CHALLENGES TO DEVELOPING AND PROTECTING GIs**

**Chair for Session 2: Mr Nikiforos SIVENAS,**

**Director - DG Agriculture and Rural Development, European Commission (EC)**

<b>Time</b>	<b>Activity/Discussion Topic</b>	<b>Keynote Speaker(s)</b>
2:15 p.m.– 2:35 p.m.	<u>The setting up of a GI: a toolkit for the different phase of the local process</u> <u>importance of the qualification phase</u>	<b>Ms. Dominique BARJOLLE</b> GI Expert- REDD FAO Consultant
2:35 p.m. – 2:55 p.m.	<u>Certification and other appropriate control mechanisms &amp; role of the</u> <u>Public Authorities</u>	<b>Mr. Nathanaël DUFLOT</b> Senior Expert ECOCERT
2:55 p.m.- 3:10 p.m.	<b>Questions and Discussion</b>	
3:10 p.m.- 3:25 p.m.	<b>Coffee and Tea Break</b>	
3:25 p.m.- 3:45 p.m.	<u>A case study on the registration of Darjeeling as a PGI in the European</u> <u>Union: some very practical considerations</u>	<b>Mr. Bernard O’CONNOR</b> EU-WTO Attorney

<p>3:45 p.m.- 4:30 p.m.</p>	<p><u>Practical experiences on GIs :</u></p> <ol style="list-style-type: none"> <li>1. <i>Pruneau d'Agen :</i></li> <li>2. <i>Riz de Camargue</i></li> <li>3. <i>Gruyère de Comté</i></li> </ol>	<p><b>Mr. Gérard DÉLCOUSTAL</b> Président du Syndicat du Pruneau d'Agen.</p> <p><b>Ms. Benjamine VAN DE PUTTE</b> Expert <i>Riz de Camargue</i></p> <p><b>Mr. Emmanuel CHAMPON</b> Président du Comité Inter professionnel du <i>Gruyère de Comté</i></p>
<p>4:30 p.m.- 5:30 p.m.</p>	<p><u>The potential for the Commodity Boards: how Boards can engage in origin-designated marketing</u></p> <ol style="list-style-type: none"> <li>1. <u>Café du Mont Ziama (GUINEE CONAKRY)</u></li> <li>2. <u>Vanille du Madagascar (MADAGASCAR)</u></li> <li>3. <u>Beurre de Karité (BURKINA FASO)</u></li> <li>4. <u>Coffee Board of Kenya (KENYA)</u></li> </ol>	<p><b>Mrs. Marie-Antoinette HABA SANOUSSI</b></p> <p><b>Mr. Claude ANDREAS</b></p> <p><b>Ms. Sonia NIKIEMA</b></p> <p><b>Mr. Bernard GICHOVI</b></p>
<p>5:30 p.m.- 5:45 p.m.</p>	<p><b>Questions and Discussion</b></p>	

***Evening***

<p>6:30 p.m.- 9:00 p.m.</p>	<p><b>Evening reception</b></p>
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**FRIDAY 11<sup>th</sup> NOVEMBER 2011**

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**Morning**

<b>Time</b>	<b>Activity</b>	
8:30 a.m.– 9:30 a.m.	Gathering and Networking	
<b>SESSION 3: ACCESSING MARKETS: LOCAL, NATIONAL, REGIONAL AND EU/INTERNATIONAL</b> <b><u>Chair for Session 3: Mr Nikiforos SIVENAS,</u></b> <b>Director - DG Agriculture and Rural Development, European Commission (EC)</b>		
<b>Time</b>	<b>Activity/Discussion Topic</b>	<b>Keynote Speaker(s)</b>
9:30 a.m.– 9:50 a.m.	<u>Identification and analysis of potential markets and the marketing and promotion of GIs</u>	<b>Mr. Jacky CHARBONNEAU</b> Branding Expert <i>INTRACEN (ITC)</i>
9:50 a.m.– 10:30 a.m.	<u>Using GIs for product branding: instruments and projects managed by WIPO</u>	<b>Ms. Violeta JALBA</b> Assistant Legal Officer Brand and Designs Sector <i>WIPO</i>
10:30 a.m.– 10:45 a.m.	<b>Questions and Discussion</b>	



Time	Activity/Discussion Topic	Keynote Speaker(s)
10:45 a.m.– 11:25 a.m.	<p><u>African Case Studies:</u></p> <ol style="list-style-type: none"> <li>1. <u>The Bark Cloth – Ladies Bags (UGANDA)</u></li> <li>2. <u>The Dogon Region Shallot (MALI)</u></li> <li>3. <u>Intellectual Property Rights and GIS in Coffee Sector: the Case of Ethiopia</u></li> </ol>	<p><b>Ms. Sara KATEBALIRWE NALUWU</b> CEO <i>Marie-Sar Agencies Ltd</i></p> <p><b>Mr. Ambakane OUOLOGUEM</b> Producer <i>Cadre de concertation de la filière échalote à Mopti</i></p> <p><b>Mr. Yilma GEBREKIDAN SENTAYHU</b> Ethiopian Coffee Growers, Producers &amp; Exporters</p>
11:25 a.m. – 11:40 a.m.	<b>Coffee and Tea Break</b>	
11:40 a.m.– 11:55 a.m.	<p><u>Developing a GI in a challenging environment: The case of Rooibos in South Africa</u></p>	<p><b>Mr. Dirk TROSKIE</b> GI Expert Specialist Advisor: Agricultural Economics Western Cape Department of Agriculture</p>
11:55 a.m. 12:10 a.m.	<b>Questions and Discussion</b>	

12:10 a.m.– 2:10 p.m.	<b>Lunch</b>
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## 2<sup>ND</sup> DAY (11 NOVEMBER)

### Afternoon

<b>SESSION 4: WORKING TOGETHER ON GIs</b> <b><u>Chair for Session 4:</u></b> <b><u>Mr Vincent FAUTREL, Programme Officer- Agricultural Trade Programme</u></b>		
Time	Activity/Discussion Topic	Keynote Speaker(s)
2:10 p.m. – 2:30 p.m.	<u>Round Table: The role of governments and institutions: Developing internal and Intra-regional Coordination, communication with producer organizations.</u>	<b>Mr. Elias APPIAH</b> MCDAVE, Expert ARIPO  <b>Mr. Héhé</b> <b>KPOHOMOU</b> <b>KAAMON</b> Chargé du programme IG OAPI  <b>Mr. Francis FAY</b> Deputy Head of Unit, DG AGRI – European Commission  <b>African Regional            producers</b>

<p>2:30 p.m. – 2:50 p.m.</p>	<p><u>“Facilitating access to GI project funding — The African Union's role”</u></p> <p><u>“Regional and National Indicative Programmes — Entry points to fund GI projects”</u></p>	<p><b>Dr. Sara OLEMBO</b> Technical Expert SPS and Food Safety issues AFRICAN UNION COMMISSION</p> <p><b>Mr. Bernard CRABBÉ</b> Head Rural Development and Agriculture Section DELEGATION OF THE EU TO UGANDA</p>
<p>2:50 p.m.- 3:25 p.m.</p>	<p><b>Questions and Discussion</b></p>	
<p>3:10 p.m.- 3:20 p.m.</p>	<p><b>Coffee and Tea Break</b></p>	
<p>3:20 p.m.- 3:40 p.m.</p>	<p><u>Identification of origin-linked products and dissemination of inventories to make them known</u></p>	<p><b>Ms. Dominique BARJOLLE</b> GI Expert - REDD FAO Consultant</p>
<p>3:40 p.m.- 3:55 p.m.</p>	<p><b>Questions and Discussion</b></p>	
<p>3:55 p.m.- 4:30 p.m.</p>	<p><u>Round table: Networking, Making contact: Needs and opportunities for twinning with EU producers; global initiatives in the field of GIs: promoting and protecting the concept through civil society:</u></p>	<p><b>CTA, WIPO, FAO represented by Dominique Barjolle, EC, FARMERS' GROUPS</b></p>

**SESSION 5: CONCLUSION**

**Chair for Session 5:**

**Mr Nikiforos SIVENAS,**

**Director - DG Agriculture and Rural Development, European Commission (EC)**

**AUC Representative**

<b>Time</b>	<b>Activity/Discussion Topic</b>	<b>Keynote Speaker(s)</b>
4:30p.m.– 5:00 p.m.	<b>Summary of the Chairman</b>	