



International Coffee Organization
Organización Internacional del Café
Organização Internacional do Café
Organisation Internationale du Café

ED 2035/08

27 March 2008
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**ICO Seminar on
Geographical Indications for Coffee**

London, 20 May 2008

1. The Executive Director presents his compliments and has the pleasure of inviting Members, Private Sector Consultative Board (PSCB) associations and observers to attend the ICO Seminar on Geographical Indications for Coffee from 14.00 to 18.00 on Tuesday, 20 May 2008. The event will take place at the headquarters of the Organization at 22 Berners Street, London, during the week of the 100th Session of the Council (information about these meetings has been circulated previously in document ED-2034/08). Simultaneous interpretation will be provided in English, French, Portuguese and Spanish.

2. The terms of reference for the Seminar were approved by the Executive Board in January 2008 (document WP-Board 1043/08 Rev. 2). The objective is to inform Members about the concept of geographical indications and their development and possible importance for the coffee industry. The seminar will further inform Members about approaches to product differentiation, which can be an important marketing tool in a competitive market. The event will be chaired by Mr Max Schnellmann of Switzerland. A copy of the preliminary programme is attached.

3. The Executive Director wishes to recommend representation at the event by all ICO Member Governments, to ensure wide-ranging discussions on this important topic.

4. The Seminar is free of charge and is open to ICO Members, representatives of PSCB associations and invited observers. For all other participants from interested institutions, there is a registration fee of £50 to help defray costs.

Registration

5. If you would like to attend, please complete and return the attached form to the ICO by **6 May**, either by email: info@ico.org, or by fax: +44 (0) 20 7612 0630. Members who have already sent their credentials do not need to complete the attendance form.

PRELIMINARY PROGRAMME

Seminar on Geographical Indications for Coffee International Coffee Organization, London Tuesday, 20 May 2008 (14.00)

- 13.30 – 14.00 Registration
- 14.00 – 14.15 **Opening remarks**
- Mr Néstor Osorio, Executive Director, International Coffee Organization
 - Chairman: Mr Max Schnellmann, Counsellor (Economic Affairs, Commodities), Embassy of Switzerland
- 14.15 – 14.45 **Overview of key issues**
- Mr Daniele Giovanucci, Consultant and Team Leader, International Trade Centre UNCTAD/WTO (ITC) Guide to Geographical Indications
- 14.45 – 16.15 **Use of geographical indications: various experiences**
- **Colombia:** Mr Gabriel Silva, General Manager, National Federation of Coffee Growers of Colombia (20 minutes)
 - **Ethiopia:** Mr Getachew Mengistie, Director General, Ethiopian Intellectual Property Office (20 minutes)
 - **Indonesia:** Dr Mariam Darus, Adviser, Association of Indonesian Coffee Exporters (20 minutes)
 - **Italy:** Minister Plenipotentiary Pier Benedetto Francese, Directorate General for Economic Cooperation, Ministry for Foreign Affairs, Italy (20 minutes)
- 16.15 – 16.35 **Issues of labelling, traceability and certification**
- Mr Matthijs Geuze, Senior Counsellor, Office of the Assistant Director-General, Sector of Trade Marks, Industrial Designs and Geographical Indications, World Intellectual Property Organization (20 minutes) – *to be confirmed*
- 16.35 – 17.25 **Current legal issues relating to geographical indications**
- Ms Amy Cotton, Attorney-Advisor, Office of Intellectual Property Policy and Enforcement, United States Patent and Trademark Office (20 minutes)
 - Ms Isabelle Peutz, Adviser for International Affairs, Directorate-General for Agriculture and Rural Development, EC (20 minutes)
- 17.25 – 17.55 General discussion and questions and answers
- 17.55 – 18.00 Chairman's concluding remarks
- Rapporteur: Mr José Sette



International Coffee Organization

22 Berners Street
London W1T 3DD
England

**ICO SEMINAR ON GEOGRAPHICAL INDICATIONS FOR COFFEE
20 May 2008 (14.00)**

ATTENDANCE FORM

I will/will not* attend the ICO Seminar on Geographical Indications for Coffee on 20 May 2008 (a separate form should be completed for each participant).

Name of ICO Member country/PSCB association/observer:

Name:

Position:

Organization/company:

Phone:

Fax:

Email:

The Seminar is free of charge to ICO Members, representatives of the PSCB associations and invited observers. For all other participants, there is a registration fee of £50 payable in cash or by cheque.

To be completed by fee-paying participants only

() *I enclose a registration fee of £50 (N.B. cheques must be drawn on a UK bank payable to the International Coffee Organization)*

** Please delete as appropriate*

Please return to:

The Executive Director
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22 Berners Street
London W1T 3DD, England

Tel: +44 (0) 20 7612 0600
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