

**2015 CIPPM SYMPOSIUM:
“GEOGRAPHICAL INDICATIONS IN THE
EU: POLICY ASPECTS AND FUTURE
REGULATION”**

Friday 11 September 2015

Executive Business Centre, 89 Holdenhurst Road, BH8 8EB, Bournemouth,
England



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POLICY ASPECTS AND FUTURE REGULATION”**

PROGRAMME

9:30-10 Welcome reception.

Welcome and Introduction

10: Welcome by CIPPM Director Maurizio Borghi

10:15 Sponsor: Grana Padano

Morning: The GI discourse in Europe

Chair: Martin Kretschmer (University of Glasgow)

10:30 Dev Gangjee (University of Oxford)

11:00 Gail Evans (Queen Mary University of London)

11:30 Zuzana Slovakova (Industrial Property Office of the Czech Republic)

12:00 Morning Debate

12:30 Lunch Break

Afternoon: Policy aspects and future regulation of European GIs

A) GIs and food quality

Chair: Christophe Geiger (CEIPI- Université de Strasbourg)

14:00 Funda Lancaster (Food quality policy- DEFRA)

14:30 Vito Rubino (Universita' del Piemonte Orientale)

15:00 Nicola Coppola (Bournemouth University)

15:20 Tea break

B) Policy options for non-agricultural GIs

Chair: Graham Dutfield (University of Leeds)

15:50 Natasha Chick (UK Intellectual Property Office)

16:20 Matteo Gragnani (WIPO)

16:50 Patricia Covarrubia (University of Buckingham)

17:20 Afternoon Debate

18: Wrap-up; 19: Dinner

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TOPICS

Morning: The GI discourse in Europe (chair: Martin Kretschmer)

- Dev Gangjee “Proving provenance and authenticating authenticity? Geographical Indications certification and its ambiguities.”
- Gail Evans “The Coexistence of Trade Marks and Geographical Indications under International and European Union Law: A Sign of Irreconcilable Difference? ”
- Zuzana Slovakova “Developments in the GI discourse.”

Afternoon: Policy aspects and future regulation of European GIs

A) GIs and food quality (chair: Christophe Geiger)

- Funda Lancaster “Food quality in the UK.”
General overview on the DEFRA approach to the EU schemes for the protection of food names, and its role in the registration process.
- Vito Rubino (Piemonte Orientale) “GIs and consumer confusion: empirical evidence.”
From a study on grana cheeses and their positioning in supermarkets’ shelves.
- Nicola Coppola “Impact of EU Legislation on national GI protection.”
Brief update on the legislative development on GIs in the EU; intended to serve as a bridge to the following session.

B) Policy options for non-agricultural GIs (chair: Graham Dutfield)

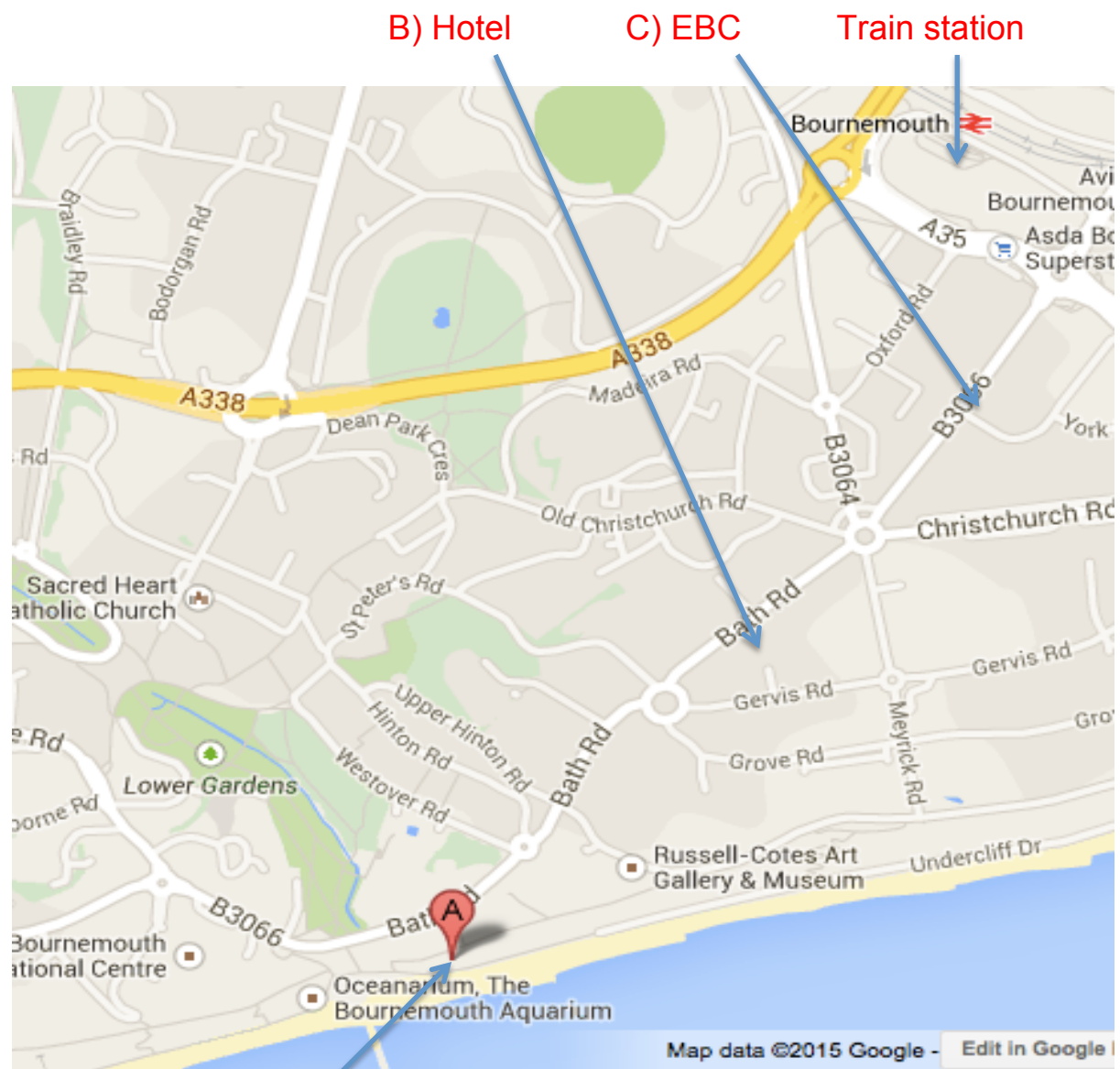
- Natasha Chick “Non-agricultural GIs in the EU: policy options for a unitary legal framework.”
Discussion on the responses to the EU Commission’s consultation launched in 2014.
- Matteo Gragnani “Revision of the Lisbon Agreement: challenges and opportunities for the protection of non-agricultural products”
Insights from WIPO and a special focus on the EU.
- Patricia Covarrubia (Buckingham) “Protection of non-agricultural GIs outside the EU.”
A window on what is happening outside the EU.

MAP of BOURNEMOUTH

A) Harry Ramsden's Restaurant (Dinner), East Beach, Undercliff Drive, BH1 2EZ

B) Ramada Encore 22 Bath Road, BH1 2NS

C) Bournemouth University, Executive Business Center, 89 Holdenhurst Road, BH8 8EB



A) Fish and chips

VISITING BOURNEMOUTH

Some beautiful spots, all within walking distance from the EBC and the hotel, are listed below; I hope you will enjoy your visit!

On behalf of CIPPM,

Nicola



Bournemouth

Now part of the ceremonial county of Dorset, Bournemouth was founded in 1810. The town has rapidly grown as a popular tourist destination, thanks to its beautiful sandy beach and favourable climate. The town centre is characterised by Victorian architecture, including the landmark church of St Peter, where Mary Shelley, author of Frankenstein, is buried. With Poole to the west and Christchurch in the east, Bournemouth forms a conurbation of over 465,000 inhabitants.

Things to see

1) Beach, stretching from Sandbanks to Christchurch Harbour. The white cliff visible on the right is the Isle of Wight. Zig-zag paths and Lifts are available from the East Cliff.

2) Russell Cotes museum.

<http://russellcotes.com>

Beautiful former private house and collection, accessible from the East Cliff. Pre-raphaelite paintings and travel memorabilia. Well worth a visit!

Currently on display: Alphonse Mucha exhibition.

3) Pier (“jetée”, “molo”), typical landmark of British seaside resorts.

4) Ocenarium (aquarium).

5) Harry Ramsden: claims to be world’s most famous fish and chips: judge for yourself!

6) Town Centre and gardens. Simply known as “The Square”, it is the commercial heart of the town centre. Shops and restaurants. Beautiful Central gardens and lower gardens to chill out.