



WORLD INTELLECTUAL PROPERTY
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MINISTRY OF ECONOMY



GOVERNMENT OF ITALY



UNITED STATES PATENT AND
TRADEMARK OFFICE



GOVERNMENT OF VERACRUZ



MEXICAN INSTITUTE OF
INDUSTRIAL PROPERTY

**“SUB-REGIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND THE COMPETITIVENESS OF
SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs) IN THE AGRO-FOODS SECTOR IN LATIN
AMERICA”**

Organized by
the World Intellectual Property Organization (WIPO)

in cooperation with the Italian Government,

The United States Patent and Trademark Office (USPTO)

and

the Mexican Institute of Industrial Property (IMPI)

with the sponsorship of the Capacity Building Project of the Free Trade Agreement between Mexico and the
European Union (PROLCUEM)

October 19-20, 2009.

Veracruz, Mexico.

Camino Real Veracruz Hotel

PROGRAM

Monday, October 19th, 2009

8:30 – 9:00 Registration of Participants

9:00 – 9:45 OPENING CEREMONY

Mr. Marco Marzano de Marinis, Advisor, Small and Medium-sized Enterprises Division, WIPO.

Mr. Fabrizio Mazza, Head of the Intellectual Property Division, General Direction of Economic Multilateral Cooperation, Ministry of Foreign Affairs, Rome, Italy.

Mrs. Josefina Moreno Garcia, Director of International Affairs, Mexican Institute of Industrial Property (IMPI).

Representative from the Government of Veracruz

10:00 – 11:30 Theme 1: A) The Realities of Agro- Foods and Agro- Industrial Sectors in Italy, North America and Latin American countries. Opportunities and Challenges for International Trade.

Speakers: Mr. John Calvert, Administrator, Independent Inventor Assistance Program, PIPRA

Mr. Fabrizio Mazza, Head of the Intellectual Property Division, General Direction of Economic Multilateral Cooperation, Ministry of Foreign Affairs, Rome, Italy.

B) Current Situation of the Sugar Cane Agro-Industry and its potential in the State of Veracruz.

Mr. Juan Humberto Garcia Sanchez, Secretary of Agro industrial, Rural, Forestall and Fishery Development. Government of Veracruz.

11.30 – 11:45 Coffee Break

11:45 – 14:00 Theme 2: Intellectual Property as a Business Tool for the Development of Small and Medium Size Enterprises (SMEs) in the Agro- Foods Sector

Speakers: Mr. Marco Marzano de Marinis, Advisor, Small and Medium-sized Enterprises Division, WIPO.

Mr. Victor Manuel Galvan Suarez, Director General of Mole Xiqueño (case of study success)

Mr. Giorgio Bocedi, Lawyer- Consultant in Intellectual Property, Consorzio del Formaggio Parmigiano Reggiano, Reggio Emilia, Italy

Mr. Edo Van Hasselt, General Manager, Korn Snacks from Peru SAC

Mr. John Calvert, Administrator, Independent Inventor Assistance Program, PIPRA

14:00 – 16:00 Lunch break

16:00 – 17:30 Theme 3: National Support Measures for Agro- Foods Sector and its competitiveness and development. Business Opportunities.

Speakers: Mr. Carlos Garcia Mendez. Secretary of Economic Development of the State of Veracruz

Mr. Leonardo Peña, Regional Coordinador, PROMEXICO.

Mrs. Barbara Billocci, Expert in Quality Politics, National Association of Farmers (COLDIRETTI).

17:30 – 19:00 Theme 4: The Strategic Importance of Technological Innovations for commercial success

Speakers: Mr. Kyle Jensen, Director of Information and Analysis, PIPRA and Mr. Jorge Rojas, Executive Director, Chile- California Partnership & Latin America Programs, University of California, Davis

Mr. Andrew John Beale, Head of the Professional Studies Department, Director of Activities Mission, University of Swansea, United Kingdom

Mrs. Veronica Bravo Polo, Consultant, Mexico

Thursday October 20th, 2009

9:15 – 10:00 Theme 5: Legal Protection of Industrial Property in the Agro-Foods and Agro- Industrial Sector

Speaker: Mr. Cesar Parga, Consultant, Organization of American States (OAS)

10:00 – 10:45 Theme 6: Signs and Emotions: the Strategic Importance of Trademarks in the Business Strategies in the Agro- Foods Sector

Speaker: Mr. Marco Marzano de Marinis, Advisor, Small and Medium-sized Enterprises Division, WIPO.

10:45 – 11:00 Coffee Break

11:00 – 13:00 Theme 7: Product Protection through Collective Marks, Certification Marks or Appellation of Origin

A) Strategic Use of Trademarks, Collective Marks and Certification Marks in the Agro- Foods Sector

Speakers: Mr. Giorgio Bocedi, Lawyer- Consultant in Intellectual Property of Consorzio del Formaggio Parmigiano Reggiano, Reggio Emilia, Italy.

Mr. Alberto Monjaras Osorio, Deputy Director of Legal and Registry Services, Appellation of Origin, Mexican Institute of Industrial Property (IMPI)

Mr. Francisco Javier Iñiguez Aguilar, Enterprise Salsas Habaneras Capitán Bravo

- 13:00 – 14:30 Lunch Break
- 14:30 – 16:30 B) Creation and Use of Appellations of Origin and Geographical Indications in the Agro- Foods Sector
- Speaker: Mr. Eduardo Assad Azuara, President of the Directive Board, Veracruz Coffee Regulatory Council
- Mrs. Mariela Morales Bravo, Head Coordinator of the Mexican Official Regulation Vainilla de Papantla´s Work Team
- Mrs. Esperanza Rodriguez Cisneros, Consultant, Larena, Trevilla, Fernandez y de la Torre, S.C. Mexico
- Mrs. Barbara Billocci, Expert in Quality Politics, National Association of Farmers (COLDIRETTI).
- 16:30– 18:30 Theme 8: Business Opportunities and Development Models and Use of Industrial Property in Agro- Foods and Agro-industrial Sectors. The Importance of Licensing, Franchising and Marketing Strategies
- Speakers: Mr. Cesar Garcia Lopez, Adviser in Intellectual Property, SIGMA Alimentos, Mexico
- Mrs. Veronica Bravo Polo, Consultant, Mexico
- Mr. Jorge Rojas, Executive Director, Chile- California Partnership & Latin America Programs, University of California, Davis
- 18:30 Closing Ceremony

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