



Conference Program

„TRADITION AND IDENTITY – PROTECTION OF GEOGRAPHICAL INDICATIONS FOR CRAFT AND INDUSTRIAL PRODUCTS“

Wednesday, 9th April 2025

Venue: Croatian Chamber of Trades and Crafts (HOK), Ilica 49/II, Zagreb, Conference room, 1st floor

Languages: Croatian and English (with simultaneous translation in both Croatian and English)

Hybrid – Videoconference (via Zoom)

9.00 – 9.30	<i>Registration</i>
9.30 – 10.00	Welcome address <ul style="list-style-type: none">▪ Ljiljana Kuterovac, <i>Director General, State Intellectual Property Office (SIPO)</i>▪ Kamil Kiljanski, <i>Deputy Director for Investment and Head of Intangible Economy Unit, Directorate General for Single Market and Industry, European Commission (EC DG GROW)</i>▪ Edyta Demby-Siwiek, <i>Deputy Executive Director, European Union Intellectual Property Office (EUIPO)</i>▪ João Negrão, <i>Executive Director, European Union Intellectual Property Office (via video message) (EUIPO)</i>
10.00 – 10.45	The importance of geographical indications and global trends in their protection Speakers: <ul style="list-style-type: none">▪ Florence Rojal, <i>Senior Legal Officer, Lisbon Registry, Brands and Design Sector, World Intellectual Property Organization (WIPO)</i>▪ Claudia Martinez-Felix, <i>Deputy Head of the Intangible Economy Unit (EC DG GROW)</i>▪ Katarina Kompari, <i>Legal Affairs Department, Head of Legislative Affairs Service (acting), European Union Intellectual Property Office (EUIPO)</i>
10.45 – 11.15	<i>Coffee break and networking</i>

11.15 – 12.15	<p>New system for protection of geographical indications for craft and industrial products</p> <p>Speakers:</p> <ul style="list-style-type: none"> ▪ Valerie Marie d’Avigneau, <i>Legal and Policy Officer, Intangible Economy Unit (EC DG GROW)</i> ▪ Alberto Couto Novo, <i>Examiner, Business Operations Department, Collaborative Trade Mark, International & Geographical Indications Examination Service GICE and collective rights, European Union Intellectual Property Office (EUIPO)</i> ▪ Antoneta Cvetić, <i>Head of Trademarks an Industrial Designs Department State Intellectual Property Office (SIPO)</i> ▪ Florence Rojal, <i>Senior Legal Officer, Lisbon Registry, Brands and Design Sector, World Intellectual Property Organization (WIPO)</i>
12.15 – 13.30	<p><i>Buffet lunch</i></p>
13.30 – 15.00	<p>Panel: Challenges and opportunities in the protection of traditional products</p> <p>Introduction: Massimo Vittori, <i>Managing Director, Organization for an International Geographical Indications Network (oriGIn)</i></p> <p>Moderator: Massimo Vittori, <i>Managing Director, oriGIn</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> ▪ Violeta Jelić, <i>Secretary General, Croatian Chamber of Trades and Crafts</i> ▪ Daniel Romeyer, <i>CEO, Fédération de la Pierre Bleue de Belgique, Belgium</i> ▪ Teresa Costa, <i>Executive Director, A.CERTIFICA (certification body for artisanal products with geographical indication), Portugal</i> ▪ Diana Barbosa, <i>Quality Manager for Filigree of Portugal on behalf of the promoting entities, A.CERTIFICA Portugal</i> ▪ Nedjeljka Oros, <i>President, Association of Pag Lacemakers “Frane Budak” (geographical indication Paška čipka), Pag, Croatia</i> ▪ Thomislav Cerovečki, <i>Kišobrani Cerovečki (manufacture of Šestine umbrellas), Croatia</i> ▪ Stone producer, Croatia (tbd)
15.00	<p><i>Conclusions</i></p>
	<p><i>Closure of the conference</i></p>