



GEOGRAPHICAL INDICATIONS (GI) EXHIBITION: Promoting Rural Development and Tourism

Bangkok, Thailand
1-6 October 2024

AGENDA

Contact person

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Funded by the European Union



Seminar (Hybrid)
1st October 2024

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| 13:00 – 13:15 | Welcome Remarks
Mr. Martin Schlotelburg, <i>European Union Delegation to Thailand</i>
Representative of the Department of Intellectual Property of Thailand (TBC) |
| 13:15 – 14:00 | The Future of Geographical Indications in Thailand
Mrs. Kitiyaporn Sathusen, <i>Director of Geographical Indications Office</i>
Department of Intellectual Property of Thailand |
| 14:00 – 14:45 | Protecting Craft and Industrial Products in the EU
<i>Representative of the Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), TBC</i> |
| 14:45 – 15:00 | Promoting Tourism Through GIs
Mr. Alvaro Gil-Navarro, <i>Embassy of Spain in Bangkok</i> |
| 15:00 – 15:15 | Coffee break |
| 15:15 – 16:00 | Greek GIs: A Window to European Culture
<i>Feta: A gift from the Olympian Gods</i>
<i>Lakonia (Extra Virgin Olive): Homer's "Liquid Gold"</i>
<i>Masticha Chiou: Drop from Heaven</i>
<i>Ouzo of Greece and Cyprus: A journey to the Eastern Mediterranean</i>
Ms. Eirini Kama, <i>Embassy of Greece in Bangkok</i> |
| 16:00 – 16:15 | Video Presentation on Greek GIs |
| 16:15 – 16:30 | Q&A |

Exhibition and Seminar (Hybrid)
2nd October 2024

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| 10:00 | Start of Exhibition |
| 10:00 – 12:00 | Rural Development and Sustainability: Case Studies from South-East Asia and Thailand

Pepper, Sugar, Salt, and More
Mr. Lao Reasey, <i>Department of Intellectual Property (DIP)</i>

Indonesian Journey Through Coffee
Mr. Gunawan, <i>Directorate of Trademark and Geographical Indication (DGIP)</i>

Khao Hom Mali Thung Kula Rong-Hai: Tradition and Innovation
Mr. Sinsamut Srisaenpang, <i>Srisangdao Rice Intertrade Co.</i>

Black Gold Pepper Trang Pepper: Supporting the Community and the Environment
Ms. Kanhathai Jitmaitrecharoen, <i>Black Gold Treasure Co.,Ltd.</i> |

Khao Yai Wine: “The best fruit of Thai soil, bottled.”

Ms. Visootha Lohitnavy, *GranMonte Vineyard and Winery*

12:00 – 12:30	Q&A
12:30 – 14:00	Networking lunch
14:00 – 14:30	Italian Case Study: GI Control System—Ensuring Quality Mr. Roberto Molteni, <i>Embassy of Italy in Thailand</i>
14:30 – 15:30	Protection and Enforcement of GI Rights: Perspective of EU Producers Mr. Nicolas Brossard, <i>Marennes Oléron Oysters (France)</i> Mr. Tamás Illés, <i>Pannonhalma Archabbey Winery (Hungary)</i> Ms. Ilenia Martinotti, <i>Italian Consortium Grana Padano (Italy)</i>
15:30 – 15:40	Q&A
15:40 – 16:40	Ms. Marie-Anne Humbert-Genand, <i>Comité interprofessionnel du vin de Champagne (France)</i> Mr. Stephen Randles, <i>Irish Whiskey Association (Ireland)</i> Ms. Isabelle Ouadghiri Ms. WipaveeThumrongpatanaraks <i>Le Bureau National Interprofessionnel du Cognac (BNIC) (France)</i>
16:40 – 16:50	Q&A
16:50	Networking coffee break

GI Exhibition 3rd October 2024

10:00 – 20:00	Exhibition Side Events: Weaving and Pottery Demonstrations Featuring Lamphun Silk and Koh Kret Pottery
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GI Exhibition 4th October 2024

10:00 – 20:00	Exhibition
17:00 – 19:00	Side Event: Video Screening - EU Journey Through Food and Wines & Spirits

**GI Exhibition
5th October 2024**

10:00 – 20:00 Exhibition

**GI Exhibition
6th October 2024**

10:00 – 20:00 Exhibition