

## 2025 ASEC (AWGIPC) – INPI COOPERATION

*Proposal to the 74<sup>th</sup> AWGIPC in Luang Prabang (16-19 Dec)*

**Field :** Geographical Indications.

**Action :** Conduct a series of GI seminars from January 2025 to the end of June 2025.

**Seminar :** Each seminar will last 1-1.5 hours with French, ASEAN and other foreign speakers (GI experts or GI Producer organisations or GI owners). English speakers. No translation.

### **Prospective list of GI seminars topics :**

1. *Provide GI producers with strategies to conduct effective sales of GI products.*
2. *To increase the knowledge of GI producers on the advantages of promoting a registered GI.*
3. *Learn good practices on promotion and outreach, maintaining quality control and building consumer trust.*
4. *Gain insights on strategies for expanding market access.*
5. *Identify target markets with high potential for GI products.*
6. *Learn effective management techniques for GI associations.*
7. *Understand why associations are the best model for GI producers.*
8. *Explore success stories of established GI associations.*
9. *How to manage a good GI system.*
10. *GI : a tool for touristic development.*
11. *Control : a key aspect of a GI system.*

**Pace of seminars :** to be defined.

### **Targets :**

GI Producer Associations, GI Owners, Officials (National IP Offices) invited to attend these webinars will already have GI experience.

INPI and ASEAN will need the support of ASEAN GI Offices to promote the webinars in order to reach the targets.

1<sup>st</sup> seminar : *“Control : a key aspect of a GI system”.*

*Speakers : Adrien TRUCAS (CERTIPAQ) - Stéphane PASSERI (FAO)*

*Week of 21<sup>st</sup> or 22<sup>nd</sup> or 23<sup>rd</sup> January*

2<sup>nd</sup> seminar : GI management and promotion : Focus on quality Management, promotion and Enforcement.

*Speakers : Delphine Marie-Vivien CIRAD + ?*

Other potential speakers : Marennes Oléron Representative, Sel de Guérande representative, BIP Representative, many other speakers in the process of identification, ASEAN speakers (GI organisations or IP Offices) ...

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*Regarding GI matter, this INPI-AWGIPC action is complementary to the support (ex: training support) sponsored*

*by France as part as bilateral cooperation with different ASEAN countries.*

*“Advanced Inter GI training” (29 September – 5 October 2024) in France :*

- *ASEAN participation with INPI support through WIPO French Funds-in-Trust : 1 DIP Lao – 1 DIP Cambodia – 1 DGIP – 1 MyIPO.*
- *ASEAN participation with French Ministry of Food and Agriculture : 1 IPOPIHL – 1 MyIPO – 1 DIP Thailand.*



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