



**ARISE+**

ASEAN Intellectual Property Rights

**PROMOTING  
INTELLECTUAL  
PROPERTY RIGHTS  
IN THE ASEAN REGION**

**WORKSHOP ON  
GI MANAGEMENT AND PROTECTION  
FOR POST-REGISTRATION PERIOD**

12-13 October 2022  
13:30-16:00 (GMT+7), 14:30-17:00 (GMT+8)  
(via Zoom platform)

**AGENDA**

**Contact person**

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## Day 1: 12 October 2022

13:30-13:35 (GMT+7)	<b>Administrative announcement</b>
14:30-14:35 (GMT+8)	Moderator: ARISE+ IPR PMT representative
13:35-13:40 (GMT+7)	<b>Welcome Remarks</b>
14:35-14:40 (GMT+8)	Carolina Pitarch, Deputy Project Leader, <i>ARISE+ IPR</i>
13:40-14:05 (GMT+7)	<b>Topic 1: Marketing strategies and plans for GI products</b>
14:40-15:05 (GMT+8)	Nurmala Martin, GI, Branding and Private Sector Development Expert, <i>ARISE+ Indonesia</i>
	<ul style="list-style-type: none"> <li>• Marketing strategies (market analysis, segmentation, product positioning)</li> <li>• Marketing Mix components (Product, Price, Place, Promotion)</li> <li>• How to combine marketing and branding?</li> </ul>
14:05-14:30 (GMT+7)	<b>Topic 2: Individual and collective marketing for GI products: Challenges and Opportunities</b>
15:05-15:30 (GMT+8)	Stephane Passeri, International Consultant on Geographical Indications and Team Leader in Asia-Pacific, <i>Food and Agriculture Organisation</i>
	<ul style="list-style-type: none"> <li>• Individual marketing and collective marketing: synergies and correlation, challenges and opportunities.</li> <li>• Role of collective management organisation (i.e. planning, marketing budget and expenses, etc.)</li> <li>• Role of national policies of promotion (i.e. national GI logos, national branding and promotion campaigns, etc.)</li> </ul>
14:30-15:30 (GMT+7)	<b>Topic 3: Sharing Experience from GI producers on Marketing and Promotion Strategies and Plans for their GI products</b>
15:30-16:30 (GMT+8)	Sinsamut Srisaenpang, Managing Director, <i>Srisangdao Rice Intertrade Co., LTD (Thai Hom Mali rice producer)</i> Paola Romero, Senior Attorney, <i>National Federation of Colombian Coffee Growers</i>
15:30-15:55 (GMT+7)	<b>Q&amp;A session</b>
16:30-16:55 (GMT+8)	Moderated by: ARISE+ IPR representative
15:55-16:00 (GMT+7)	<b>Wrap-up session</b>
16:55-17:00 (GMT+8)	ARISE+ IPR representative

## Day 2: 13 October 2022

13:30-13:35 (GMT+7)  
14:30-14:35 (GMT+8)

### **Administrative announcement**

Moderator: ARISE+ IPR PMT representative

13:35-14:00 (GMT+7)  
14:35-15:00 (GMT+8)

### **Topic 4: GI Infringements and how to enforce your GIs right?**

Stephane Passeri, International Consultant on Geographical Indications and Team Leader in Asia-Pacific, *Food and Agriculture Organisation*

- What are considered GI infringements?
- Importance of control (i.e. internal control, external control)
- How to enforce and protect your GIs once being infringed?

14:00-14:20 (GMT+7)  
15:00-15:20 (GMT+8)

### **Topic 5: How to protect GIs abroad: Geneva Act of the Lisbon Agreement**

Alexandra Grazioli, Director, Lisbon Registry, *WIPO*

- Main advantages and benefits of the Lisbon System
- Features and procedures of the Geneva Act of the Lisbon Agreement

14:20-15:20 (GMT+7)  
15:20-16:20 (GMT+8)

### **Topic 6: Sharing Experience from GI producers on GI protection and enforcement**

Hadiyan Wijaya, MPIG Kopi Gayo (Gayo Coffee)  
Representative from Chili Pepper of Espelette

15:20-15:55 (GMT+7)  
16:20-16:55 (GMT+8)

### **Q&A session**

Moderated by: ARISE+ IPR representative

15:55-16:00 (GMT+7)  
16:55-17:00 (GMT+8)

### **Closing session**

Carolina Pitarch, Deputy Project Leader, *ARISE+ IPR*