



Summary

TITLE	The Protection of Geographical Indications (GI): Generating Empirical Evidence at Country and Product Level to Support African ACP Country Engagement in the Doha Round Negotiations – Conference to present the results of the study
Applicant	<i>ACP Group in Geneva</i>
Duration of the Project	<i>4 Months (September – December 2010)</i>
Objectives of the action	<p><i>Overall objective</i></p> <p>The overall objective of the project is to generate empirical evidence, based on country/sub-regional and product case studies, regarding the benefits that African members of the ACP Group can obtain from enhanced multilateral Geographical Indication (GI) protection as a basis for the African Group to engage in the Doha negotiations on the establishment of the multilateral register for wines and spirits and the proposed extension of protection to products other than wines and spirits under Article 23 of TRIPS.</p> <p><i>Specific objectives</i></p> <ul style="list-style-type: none"> • Provide evidence and arguments for African ACP countries to support additional protection for GIs for products other than wines and spirits
Purposes of the action	<ul style="list-style-type: none"> • Organise a 2-day conference in Geneva, Switzerland in December 2010. The event is expected to gather participants from line Ministries, officials from regional integration organisations, private sector representatives and relevant representatives from the civil society; • The results of the study undertaken by experts referred to in section 2.1. are presented and discussed by the participants.
Target group(s)	<ul style="list-style-type: none"> • Government Officials, Regional Intellectual Property Organisations, Producers of products to be protected under GIs, private sector business organisations and relevant research institutions in the regions to be covered by the study (West Africa, Central Africa, East and Southern Africa except South Africa) • Key representatives of trade negotiating bodies for the Caribbean and the Pacific Regions
Expertise Required	<ul style="list-style-type: none"> • An event coordinator (20 days of work) will ensure the organisation of the conference • A moderator (20 days of work) will coordinate action between experts, key note

	speakers and other contribution and will ensure the quality of the information disseminated
Expected results	
	<ul style="list-style-type: none"> • Organise a 2-day conference in Geneva, Switzerland in November or early December 2010; • Arise awareness about the conference through setting up a website, preparing press releases and organising a press conference; • Draft and circulate a summary of proceedings and a road-map to facilitate the decision taking and follow-up actions
Main activities	
	<p>1. Preparation</p> <ul style="list-style-type: none"> ✓ Drafting the detailed agenda of the event in close coordination with the experts in charge of the study; ✓ Identify, contact and ensure the commitment of keynote speakers and moderators; ✓ Draft and print a concept paper presenting the conference; ✓ Compile the list of invitees; ✓ Draft and send invitations in the name of the beneficiary; ✓ Recruit key note speakers and moderators; ✓ Draft a brochure to be dispatched during the conference including success stories; ✓ Ensure the logistics (venue, accommodation, booths, ushers, catering, transportation, etc.). <p>2. Implementation</p> <ul style="list-style-type: none"> ✓ Ensure all logistics in relation to the event; ✓ Facilitate the participation of the key note speakers and moderators; ✓ Organise press conference and media coverage. <p>3. Post-event</p> <ul style="list-style-type: none"> ✓ Draft the final report and a brochure summarizing the conference proceedings; ✓ Post-event media coverage on proceedings; ✓ Drafting of a road map formalising the outcomes of the event discussions.
Budget Estimate	<p>181.500 EUR</p> <p>(130.000 EUR for Incidental Expenditures, 1.000 EUR for Expenditure Verification)</p>