



## AGENDA

### Branding Quality Products from Georgia and its Regions: the Importance of Geographical Indications

July 4, 2017  
Fabrika, Tbilisi

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9:00-9:30

**Registration and welcome coffee**

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9:30-10:00

**Opening**

**Levan Davitashvili**, Minister of Agriculture of Georgia

**Bruno Balvanera**, Director for Caucasus, Moldova, and Belarus, European Bank of Reconstruction and Development (EBRD)

**Mamuka Meskhi**, Food and Agriculture Organization of the United Nations (FAO)  
Assistant Representative in Georgia

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10:00-10:50

**Session I: GI as tool for sustainable development incl. economics**

**Geographical Indications (GIs) as a tool for food security and sustainable food systems**

Emilie Vandecandelaere, FAO

Pascal Bernardoni, REDD

**GIs in Georgia: Success Story of Georgian Wine**

Giorgi Samanishvili, Head of National Wine Agency of Georgia, Ministry of Agriculture of Georgia

**Dairy market overview & trends: importance of GIs**

Anna Ganurava, Head of Marketing Department, Sante GMT products

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10:50-11:50

**Session II: GI institutional framework in Georgia**

**Legal and Institutional Framework in Georgia: Current status, challenges and envisaged reforms**

Nikoloz Gogilidze, Chairman of National Intellectual Property Center of Georgia - Sakpatenti



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United Nations



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European Bank  
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**Legislative regulation and control mechanisms for geographical indications**

Tengiz Kalandadze, Head of Agriculture and Food Department, Ministry of Agriculture of Georgia

**Discussion**

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**11:50-12:10**

**Coffee break**

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**12:10-14:00**

**Session III: Future of GIs in Georgia**

**The Georgian food heritage: Inventory of the origin-linked agri-food products**

David Gabunia, OriGIn Georgia

Anna Kanshieva, Slow Food

**Panel Discussion: Linking products and their origin**

Ia Tabagari, Head of Georgian Incoming Tour Operators Association

Ana Mikadze, Chairwoman of Cheese Guild

Anna Kanshieva, Regional Coordinator of Slow Food International

Mariam Jorjadze, Director of Association Elkana

**Next steps & wrap up, FAO**

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**Degustation of Georgian Cheese (*Cheese Guild*) and jar wine presidium (*Slow Food*)**

**Lunch**

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