AGENDA

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

July 4, 2017
Fabrika, Tbilisi

9:00-9:30 Registration and welcome coffee

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

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

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

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
Legislative regulation and control mechanisms for geographical indications
Tengiz Kalandadze, Head of Agriculture and Food Department, Ministry of Agriculture of Georgia
Discussion

11:50-12:10 Coffee break

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

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

Lunch