



Food and Agriculture Organization
of the United Nations



European Bank
for Reconstruction and Development

Seminar on « Geographical Indications in Turkey – Bursa steps up »

Tuesday 4 December 2018

Hilton Bursa Convention Center

Draft Programme

9:00 Welcome coffee

9:30 **Opening speeches (20 min)**

Prof. Dr. Uğur Bilgili, Bursa Uludağ Üniversitesi, Ziraat Fakültesi Dekanı

Burcu Islam, Principal Banker, Agribusiness Türkiye, EBRD

Emilie Vandecandelaere, Agribusiness economist, FAO

Chairman: *Prof. Dr. Yavuz Tekelioğlu, Yöresel Ürünler ve Coğrafi İşaretler Türkiye Araştırma Ağı (YUCITA) Başkanı*

10:00 **Key methodology for successful GI achievement (15 min)**

- Presentation of the GI process with a particular focus on the product selection methodology, the delimitation of area and the marketing test

Doc. Dr. Sertaç DOKUZLU, Uludağ University

10:30 **The Bursa experience (20 min)**

- Presentation on the Bursa black figs and peaches Association's experience with the GI development: how were they involved in the full process, from start to finish; how their involvement in the CoP redaction was essential; how the collective organization was put in place to work all together towards the GI

Representatives from the Association of Bursa black figs and peaches

10:50 **Questions, answers and discussion time**

11:30 Coffee break

Chairman: *Prof. Dr. Beraat Özçelik, İstanbul Teknik Üniversitesi*

11:50 Roundtable session on GI market opportunities

- Lessons learnt from the project, and other experiences in Turkey
- Discussing a win-win strategy for producers and retailers

Hakan Kızıltepe, Turkish Patent and Trademark Office, President of Geographical Indications Division

Osman Özkan, President of the Bursa black figs and peaches Association

Haluk Kürel, Vice president of the Bursa black figs and peaches Association

Biröl Uluşan, Category Manager – Food Fruits&Vegetables, Metro Market

Hüseyin Akgün, Product Manager, Özdilek Market

12:45 Questions, answers and discussion

13:30 Lunch

14:30 GI management: Field visit and simulation of audit

- Presentation on the importance of controls and on control modalities: external and internal controls
- Presentation and discussion on how can be conducted an internal control: who, when, how, what
- Simulation of a control at the producers level (in the field – depending on weather conditions): verification points and questions, discussion on the outcomes of the control
- Visit the peach cooperative facility in Barakfakih and participate to the preparation of Deveci pear (selection and packaging)

Jean-Claude Pons, International GI expert

In collaboration with

