



**Pro GIs: Intellectual Property Rights Extension
&
Geographical Indications Protection**

**Friday 19th September ,2008
10.00 – 17.00 hrs.
Phoenix 1, IMPACT Muang Thong Thani**

10.00 - 11.00	Registration / Coffee Break
11.00 - 11.30	Opening Remarks His Excellency Ignazio Di Pace, <i>Italian Ambassador in Thailand</i> Mrs. Puangrat Asavapisit , <i>Director-General of Department of Intellectual Property</i> EC Thailand Cooperation Facilities Project Mr. Jean-Jaques Bouflet <i>Minister-Counsellor for Trade,the EC Delegation to Thailand</i>
11.30 – 12.00	Project Summary, including objectives and strategies: Pro-GIs: Intellectual Property Rights extension & Geographical Indications Protection Ms. Michelle Cristell, <i>Secretary General of the Thai-Italian Chamber of Commerce</i>
12.00 – 12.30	GI Protection in Thailand Mrs. Pajchima Tanasanti <i>Director of the Trademark Office, Department of Intellectual Property</i>
12.30 - 13.30	Lunch
13.30 – 14.00	Afternoon Session EU regulations on GIs, with special focus on control, inspection and certification procedures and experiences learned in GIs certification Dr. Riccardo Cozzo, <i>GIs Expert of the project Pro-GIs: Intellectual Property Right extension & Geographical Indicators protection for the benefit of EU-Thai Trade</i>
14.00 – 14.40	The state of the art and the main figures related to GIs market development in EU Mr. Giovanni Galanti, <i>Project Director, Bioagricoop</i>
14.40 -15.00	Coffee Break
15.00 - 16.30	Case study : GIs market development Mr.Prakiat Nasimma, <i>President of Thung Kula Rong-Hai Geographical Indicator of Thai Hom Mali Rice Trader Association (T-GIRA)</i> Mr.Chinda Kamolthornthai, <i>Managing Director of Sarat Marketing Co.,Ltd.</i>

