



CHINA

Webinar

Protection of Geographical Indications in the
online market
线上市场的地理标志保护

2 December, 2020
2020年12月2日

AGENDA
会议日程

This webinar is organised by IP Key China with the co-operation of the Directorate-General for Agriculture and Rural Development and China Anti-Infringement and Anti-Counterfeit Innovation Strategic Alliance

本次线上研讨会由 IP Key China 与欧盟农业农村发展总局以及中国反侵权反假冒创新战略联盟联合主办

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IP Key由欧盟委员会指导，欧盟知识产权局（EUIPO）实施。

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China time zone (GMT+8) 北京时间	Central European time zone (GMT+1) 欧洲中部时间	
15:50	08:50	Registration of participants 参会者签到 <i>Please connect 10' before the session starts</i> 请于会议开始前10分钟连线接入
16:00- 16:10	09:00- 09:10	Opening remarks 开幕致辞 <i>Mr John CLARKE, Director for International Relations at the European Commission's Directorate-General for Agriculture and Rural Development</i> <i>John CLARKE先生，欧盟农业农村发展总局国际关系处处长</i> <i>Mr. Hong Yunfeng Director-General of CAASA</i> <i>洪云峰，中国反侵权反假冒创新战略联盟理事长</i>
16:10- 17:00	09:10- 10:00	The international legal framework for the protection of Geographical Indications; The EU-China bilateral agreement 地理标志保护的的国际法律框架；中欧双边协议 <i>Georges-Henry Carrard, Directorate-General for Agriculture and Rural Development</i> <i>Georges-Henry Carrard先生，欧盟农业农村发展总局</i>
17:00- 17:20	10:00- 10:20	Protection of GIs on the online market from the producer's perspective 从生产者角度来看线上市场的地理标志保护 <i>Mr. Massimo Vittori, OriGIn</i>
17:20- 17:40	10:20- 10:40	Examples of cooperation. An e-commerce platform perspective 合作范例。电商平台角度 <i>Mr. Andre Zhu, General Counsel & SVP, Global Affairs of Pinduoduo</i> <i>朱健狮先生，拼多多首席法务官及全球事务高级副总裁</i>
17:40- 18:10	10:40- 11:10	Examples of cooperation. Strengthening GI protection in the world: the Italian experience 合作范例。加强全球地理标志保护：意大利经验 <i>Mr. Bartolomeo Filadelfia. Ministry of Agriculture, Food and Forestry Policies of Italy</i> <i>Bartolomeo Filadelfia 先生，意大利农粮和林业政策部</i>
18:10- 18:30	11:10- 11:30	Q&A 问答环节及小组讨论 Closing remarks 总结陈词

There will be interpretation English/Chinese. 研讨会全程将有中英翻译。



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