Geographical Indications at the Crossroads of Trade, Development and Culture in Asia-Pacific

26 & 27 March 2015
Lee Sheridan Conference Room
Bukit Timah Campus, National University of Singapore

Programme
Thursday, 26 March 2015 (Day 1)

7.45am Transport pick-up from Amoy Hotel

8.30am – 9.00am Registration
Lee Sheridan Conference Room, Eu Tong Sen Building

9.00am – 9.15am Welcome
Andrew Harding
DIRECTOR
CENTRE FOR ASIAN LEGAL STUDIES
ASIAN LAW INSTITUTE
FACULTY OF LAW, NATIONAL UNIVERSITY OF SINGAPORE

9.15am – 9.30am Introduction
Ng-Loy Wee Loon
Irene Calboli
FACULTY OF LAW, NATIONAL UNIVERSITY OF SINGAPORE

PART I: GEOGRAPHICAL INDICATIONS AND INTERNATIONAL TRADE

9.30am – 11.15pm Session 1: The Current (Controversial) International and Regional Landscape
Chair: David Llewelyn, SCHOOL OF LAW, SINGAPORE MANAGEMENT UNIVERSITY

The GI Landscape Post-TRIPS: Ideological Differences of (Just) Market Access Conflicts?
Irene Calboli, FACULTY OF LAW, NATIONAL UNIVERSITY OF SINGAPORE

How Asian GIs Would Fare in Europe
Christopher Heath, (formerly) ASIAN DEPARTMENT, MAX-PLANCK INSTITUTE FOR INNOVATION AND COMPETITION LAW

Looking Beyond the Known Story: How the U.S Pioneered GI Protection in the Americas
Christine Haight Farley, AMERICAN UNIVERSITY WASHINGTON COLLEGE OF LAW

Revival of Lisbon: New Developments
Denis Croze, WORLD INTELLECTUAL PROPERTY ORGANISATION, ASIA-PACIFIC OFFICE

11.15am – 11.30am Morning Tea Break (Outside Lee Sheridan Conference Room)

11.30am – 1.15pm Session 2: The Politics of Geographical Indications in Free Trade Agreements
Chair: Peter Drahos, COLLEGE OF ASIA PACIFIC, AUSTRALIAN NATIONAL UNIVERSITY AND CENTRE FOR COMMERCIAL LAW STUDIES, QUEEN MARY COLLEGE

Geographical Indications of Origin and Mega-Regional Trade Negotiations
Susy Frankel, FACULTY OF LAW, VICTORIA UNIVERSITY OF WELLINGTON

EU-Singapore Free Trade Agreement — A New Chapter for Geographical Indications in Singapore
Susanna Leong, NUS BUSINESS SCHOOL, NATIONAL UNIVERSITY OF SINGAPORE
International Trade Politics of Geographical Indications
Daren Tang, INTELLECTUAL PROPERTY OFFICE OF SINGAPORE

GIs as Property: EU Association Agreements and Investor-State Provisions
Anselm Kamperman Sanders, INSTITUTE FOR GLOBALISATION AND INTERNATIONAL REGULATION, FACULTY OF LAW, MAASTRICHT UNIVERSITY

1.15pm – 2.30pm Lunch (Staff Lounge @ Federal Portico, Federal Building)

2.30pm – 4.00pm Session 3: The Role of International Organization and Stakeholders in the GI Debate
Chair: Denis Croze, WORLD INTELLECTUAL PROPERTY ORGANIZATION, ASIA-PACIFIC OFFICE

EU-ASEAN Cooperation in the Field of GIs: the Protection of Quality Products in Supranational Markets
Ignacio de Medrano Caballero, ECAP III, EU-ASEAN PROJECT ON THE PROTECTION OF INTELLECTUAL PROPERTY RIGHTS

GIs and Distinctive Signs - Perspectives of a Legal Technical Assistance Provider
Kiyoshi Adachi, INTELLECTUAL PROPERTY UNIT, DIVISION ON INVESTMENT AND ENTERPRISE, UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

The Irony of “First in Time, First in Right” in the GI Debate
Keri Johnston, MARQUES, GEOGRAPHICAL INDICATIONS TEAM

4.00pm – 4.15pm Afternoon Tea Break (Outside Lee Sheridan Conference Room)

PART II: GEOGRAPHICAL INDICATIONS AND SOCIO-ECONOMIC DEVELOPMENT

4.15pm – 6.00pm Session 4: The Theory, Realities, and (National) Politics of GI Protection
Chair: Ng-Loy Wee Loon, FACULTY OF LAW, NATIONAL UNIVERSITY OF SINGAPORE

Australia’s Regions and Agriculture: Can GIs Help?
Peter Drahos, COLLEGE OF ASIA PACIFIC, AUSTRALIAN NATIONAL UNIVERSITY AND CENTRE FOR COMMERCIAL LAW STUDIES, QUEEN MARY COLLEGE

Harnessing the Potential of GIs to Compete on Quality, Not Quantity: Opportunities for Sri Lanka
Naazima Kamardeen, FACULTY OF LAW, UNIVERSITY OF COLOMBO

The Limited Role of Geographical Indications in Rural Development
Justin Hughes, LOYOLA LAW SCHOOL, LOS ANGELES

Vanity GI: India’s GI Legislation and the Missing Regulatory Framework
Yogesh Pai, NATIONAL LAW UNIVERSITY, DELHI

6.10pm Group Photo

Bus to Dinner

6.20pm Welcome Dinner (For invited guests only)
Samy’s Curry
25 Dempsey Road, 249670

10.00pm Bus to Amoy Hotel
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Friday, 27 March 2015 (Day 2)

8.15am  Transport pick-up from Amoy Hotel

PART II: GEOGRAPHICAL INDICATIONS AND SOCIO-ECONOMIC DEVELOPMENT (CONT’D)

9.00am – 10.45am  Session 5: Facts on the Ground: Assessing the Potential Development Indication (I)
Chair: Kung-Chung Liu, SCHOOL OF LAW, SINGAPORE MANAGEMENT UNIVERSITY AND ACADEMIA SINICA

Protection of Geographical Indications as a Means to Foster Social and Economic Development in Malaysia
Tay Pek San, FACULTY OF LAW, UNIVERSITY OF MALAYA

Socio-Economic Aspects of GI Protection in Thailand
Jakkrit Kuanpoth, FACULTY OF LAW, UNIVERSITY OF WOLLONGONG (VIA SKYPE)

Geographical Indications in Vietnam: a Promising Tool for Socio-Economic Development?
Delphine Marie-Vivien, FRENCH AGRICULTURAL RESEARCH CENTRE FOR INTERNATIONAL DEVELOPMENT

GI Protection in China and Their Role in Promoting Rural Development
Haiyan Zheng, TRADEMARK OFFICE SAIC, CHINA

10.45am – 11.00am  Morning Tea Break (Outside Lee Sheridan Conference Room)

11.00am – 12.45pm  Session 6: Facts on the Ground: Assessing the Potential Development Indication (II)
Chair: Susy Frankel, FACULTY OF LAW, VICTORIA UNIVERSITY OF WELLINGTON

Hidden Geographies of Race and Labour: The Social Imaginaries of Place-Based Products in Asia and Africa
Rosemary Coombe, FACULTY OF LIBERAL ARTS AND PROFESSIONAL STUDIES, YORK UNIVERSITY

The Success and/or Failure of GIs as Tools for Economic Development in Taiwan
Kung-Chung Liu, SCHOOL OF LAW, SINGAPORE MANAGEMENT UNIVERSITY AND ACADEMIA SINICA

Current and Future IP law in Myanmar: A View on Geographical Indications
Khin Mar Yee, LAW DEPARTMENT, YANGON UNIVERSITY

The Geographical Indications Act of 2013: Protection of Traditional Knowledge in Bangladesh with Special Reference to “Jamdani”
Mahua Zahur, SCHOOL OF LAW, BRAC UNIVERSITY

12.45pm – 2.05pm  Lunch (Staff Lounge @ Federal Portico, Federal Building)
PART III: GEOGRAPHICAL INDICATIONS, CULTURAL HERITAGE AND CULTURAL DIVERSITY

2.15pm – 2.45pm  
**Keynote Address**  
*Intangible Cultural Heritage as a Vehicle to Promote an ASEAN Identity?*  
Koh Kheng Lian  
HONORARY DIRECTOR  
ASIA PACIFIC CENTRE FOR ENVIRONMENTAL LAW (APCEL)  
FACULTY OF LAW, NATIONAL UNIVERSITY OF SINGAPORE

2.45pm – 4.45pm  
**Session 7: The Promise and Perils of Geographical Indication to Safeguard Culture***  
Chair: Rosemary Coombe, FACULTY OF LIBERAL ARTS AND PROFESSIONAL STUDIES, YORK UNIVERSITY

- **Geographical Indications in the EU: From Geography to History**  
  Dev Gangjee, FACULTY OF LAW, UNIVERSITY OF OXFORD (VIA SKYPE)

- **The Unsettled Relationship Between GIs and the Promotion and Protection of Cultural Diversity**  
  Tomer Broude, FACULTY OF LAW, HEBREW UNIVERSITY OF JERUSALEM

- **Geographical Indications and their Relationship with other IP and Heritage Laws in Indonesia**  
  Christoph Antons, SCHOOL OF LAW, DEAKIN UNIVERSITY

- **Geographies of Taste: Fashion, Tradition and Place**  
  Johanna Gibson, CENTRE FOR COMMERCIAL LAW STUDIES, QUEEN MARY COLLEGE

- **The New Law on GIs in Japan: A Missed Opportunity for the Safeguarding of Intangible Cultural Heritage**  
  Steven Van Uytself, FACULTY OF LAW, KYUSHU UNIVERSITY

4.45pm – 5.00pm  
**Afternoon Tea Break (Outside Lee Sheridan Conference Room)**

5.00pm – 6.00pm  
**Roundtable Discussions (for Participants only)**

6.20pm  
**Bus to Closing Dinner (For invited guests only)**  
Dinner venue: Pregos  
*Fairmont Hotel*  
80 Bras Basah Road

10.00pm  
**Bus to Amoy Hotel**