

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 or (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

Geographical Indications in Vietnam: a Promising Tool for Socio-Economic Development?

Delphine Marie-Vivien, FRENCH AGRICULTURAL RESEARCH CENTRE FOR INTERNATIONAL DEVELOPMENT

Barbara Pick, LAW DEPARTMENT, LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

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

Ali Malik, 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 Uytsel, 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**