



# Geographical Indications Under the EU Framework

## How to Protect Czech Traditional Craft and Industrial Products

Date: 12 March 2025 from 09:00 to 17:00

Venue: Industrial Property Office of the Czech Republic, Antonína Čermáka 2a, Prague

Format: Hybrid

### The morning programme is aimed at national administrations:

09:00–09:30	Registration of participants
09:30–09:40	Opening of the conference <i>Ms. Iva Koutná, Industrial Property Office of the Czech Republic</i> <i>Mr. Eduard Muřický, Ministry of Industry and Trade of the Czech Republic</i>
09:40–10:00	EU legal framework on geographical indications – recent legislative developments: the new regime for craft and industrial geographical indications <i>Ms. Claudia Martinez Felix, European Commission</i>
10:00–10:15	Role of the Industrial Property Office in the field of geographical indications <i>Ms. Silvie Götzová, Industrial Property Office of the Czech Republic</i>
10:15–10:25	International protection of geographical indications – WIPO Lisbon system <i>Ms. Alexandra Grazioli, World Intellectual Property Organization</i>
10:25–10:30	Questions and Answers
10:30–11:00	Coffee break and networking
11:00–11:20	Control and enforcement regime for craft and industrial geographical indications <i>Mr. Tamas Kiraly, European Commission</i>
11:20–11:40	National market surveillance of products <i>Ms. Eva Přibyllová, Ministry of Industry and Trade of the Czech Republic</i>
11:40–12:00	Discussion and conclusion of the morning programme
12:00–13:00	Lunch

**The afternoon programme is aimed at producers, producer groups and professional associations:**

<b>13:00–13:20</b>	Registration of participants
<b>13:20–13:30</b>	Opening of the afternoon part of the conference <i>Ms. Iva Koutná, Industrial Property Office of the Czech Republic</i> <i>Mr. Eduard Muřický, Ministry of Industry and Trade of the Czech Republic</i>
<b>13:30–13:45</b>	Geographical indication concept, added value and benefits <i>Ms. Valerie Marie d'Avigneau, European Commission</i>
<b>13:45–13:50</b>	Practical information for applicants for craft and industrial geographical indications in EU and international registrations <i>Ms. Žaneta Vinopalová, Industrial Property Office of the Czech Republic</i>
<b>13:50–14:10</b>	Practical information for applicants for craft and industrial geographical indications in EU registrations <i>Roberto d'Erme and Octavio Monge Gonzalvo, European Union Intellectual Property Office</i>
<b>14:10–14:20</b>	International protection of geographical indications – WIPO Lisbon system <i>Ms. Alexandra Grazioli, World Intellectual Property Organization</i>
<b>14:20–14:40</b>	Enforcement of geographical indications by customs authorities <i>Ms. Žaneta Staňková, Customs Administration of the Czech Republic</i>
<b>14:40–15:05</b>	Coffee break and networking
<b>15:05–15:20</b>	Promotion and awareness raising of craft and industrial geographical indications <i>Ms. Valerie Marie d'Avigneau, European Commission</i>
<b>15:20–15:40</b>	National market surveillance of products <i>Ms. Eva Přibyllová, Ministry of Industry and Trade of the Czech Republic</i>
<b>15:40–16:30</b>	Panel discussion – practical experiences and successful stories of geographical indication products <i>Mr. Pavel Kopáček, Union of Glass and Fashion Jewellery Producers</i> <i>Mr. Pavel Tvrzník, Granát, The cooperative of artistic production, Turnov</i> <i>Mr. Vlastimil Argman, Thun 1794 a.s.</i> <i>Mr. David Pastva, Crystal Valley</i>
<b>16:30–17:00</b>	Discussion and closing of the conference

*The programme is subject to change without notice*

You can register [here](#).