

***American Origin Products and Current Trade Treaties:
What are the Stakes?***

Final event in the Series on:

American Origin Products, Geographical Indications, and Rural Development

Saturday, March 5, 2016 8:00 – noon CST

Mall of America Executive Center, Boundary Waters Suite

410 East Broadway, Bloomington, MN 55425

(Note: directions are needed inside Mall of America – download them at AOPCentral.US)

8:00 Welcome

Butch Weege, Past Director for International Marketing, Ginseng Board of Wisconsin

8:15 Assessing the state of play for origin products trade in the United States

*Beth Barham, Research Associate, Center for Advanced Spatial Technologies,
University of Arkansas*

8:45 The history and current situation of GIs in international trade treaties (with Q&A)

*Daniel Gervais, Professor of Law; Professor of French; Director, Vanderbilt Intellectual
Property Program; Faculty Director, LL.M. Program*

10:00 Treaty implications for key U.S. trading partners (with Q&A)

* Japan (TPP) - *Junko Kimura, Hosei University, Japan*

* European Union (TTIP) - *Giulio Menato, First Counsellor, Agricultural Affairs, European
Union Delegation, Washington, D.C.*

11:30 Open Q&A

12:00 Conclude

Three ways to participate: in-person, via live streaming webinar, or by viewing materials and videos online after each event (see <http://cast.uark.edu/cast-research/eu-trd/index.php> to register to attend in person, or participate in the live streaming webinar).

Event Sponsors:

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American Origin Products Research Foundation
American Origin Products Association

Beth Barham—She works with the Center for Advanced Spatial Technologies, U of Arkansas (<http://www.cast.uark.edu>) and the American Origin Products Research Foundation (<http://www.aopr.org>) on realizing the full rural development potential of origin products in the U.S.

Daniel J. Gervais is [Professor of Law at Vanderbilt University Law School](#) and Director of the [Vanderbilt Intellectual Property Program](#). He is Editor-in-Chief of the [Journal of World Intellectual Property](#) and editor of www.tripsagreement.net. Prior to joining Vanderbilt, he was Acting Dean at the Faculty of Law of the University of Ottawa (Common Law Section). Before joining the Academy, Prof. Gervais was Legal Officer at the GATT (now WTO); Head of Section at WIPO; and Vice-President of Copyright Clearance Center, Inc. (CCC). In 2012, he was elected to the [Academy of Europe](#). He belongs to the American Law Institute and, since 2015, President Elect of the International Association for the Advancement of Teaching and Research in Intellectual Property (ATRIP).

Junko Kimura – is Professor of Marketing at Faculty of Business Administration, Hosei University in Japan. She was a Visiting Professor at University of Ca'Foscari, Venezia for two years from September 2012 to August 2014. She holds a PhD in Commerce from Kobe University, and a M.A. in Communication from State University of New York, College at Brockport. Her research focuses on Agri-food Marketing, Consumer Research, and Geographical Indications. Her research is international in scope and she has conducted researches in the USA, China, Finland, Sweden, Norway, France and Italy. Her current research project examines Japan GIs which was enforced in 2015. She is the committee member of GI registration at Ministry of Agriculture, Forestry and Fisheries in Japan. <http://kimuraseminar.qee.jp>

Giulio Menato— Giulio Menato has served as First Counsellor for Agricultural Affairs at the European Union Delegation in Washington, D.C., since February 2012, where he will remain through 2016. His mandate includes agricultural policy, trade affairs and negotiations related to agriculture, production standards, organic agriculture and protection and promotion of geographical indications. His career within the EU Commission in Brussels has been entirely devoted to international relations in agriculture and trade. He has worked on trade agreements with the acceding countries of Eastern Europe, Mercosur, Chile, Mexico, and more recently with Ukraine, Georgia, Moldova and Russia. Just prior to his Washington detail, he served as Chief of Staff to the Director General of Agriculture and Rural Development. In that position he helped coordinate the EU Commission proposal for the last reform of the EU Common Agriculture Policy (CAP). This is his second international assignment, having served in the late 1990's in Argentina as Trade Counselor.

Butch Weege – has been affiliated with the Wisconsin Cultivated Ginseng industry for over 30 years. He was an active grower for 28 years, serving as a Director on the Wisconsin Ginseng Marketing Board (GBW) from 2003 to 2005, as Executive Director from Nov, 2005 to April, 2010, and then as Director of International Marketing until retiring in early 2014. He now acts as an International Marketing Consultant to the Board. He has made over 2 dozen trips to the countries of China, Japan, Korea, Hong Kong, Taiwan, Singapore and Vietnam to promote the ginseng industry. He spearheaded registration of the industry's trademark in all target markets. He has worked extensively with legal counsel in the U.S., China and Taiwan to defend the industry's intellectual property rights and pursue trade mark infringers. In his various roles with the Board he has worked with legislators, the USDA, FDA and the EPA. He has made several trips to China with Wisconsin Governors and seated Secretary's of Agriculture to promote Wisconsin Ginseng and establish distributor relationships.