

LES ANDEAN COMMUNITY INTERNATIONAL CONFERENCE



PROGRAM

LES ANDEAN COMMUNITY INTERNATIONAL CONFERENCE: “FOOD INDUSTRY AND INTELLECTUAL PROPERTY”

Date: November 14 - 15, 2024

Place: Hotel José Antonio Deluxe, Miraflores, Lima, Peru (In-person & Virtual)

Duration: Two days

Registration fees:

- *USD200.00 members of LES Societies*
 - o *Early Bird until October 31st, 2024, USD150.00*
- *USD300.00 non-members*
 - o *Early Bird until October 31st, 2024, USD250.00*
- *USD100.00 virtual participants*
- *USD50.00 students (only access to the academic programme and coffee breaks)*

This international event will focus on the impact of Intellectual Property (IP) in the food industry, addressing current challenges, regulations and best practices for the protection of trademarks, patents, trade secrets, appellations of origin, plant breeders' rights, TSGs, among other IP elements, in the food sector. Measures to combat acts of unfair competition and IP infringements in the food industry will also be discussed.

We will have national and international experts of recognised prestige in the field, ensuring a rigorous discussion of high academic value. Peru is one of the world's top gastronomic destinations, making the host country the perfect backdrop for an unforgettable event.

November 14th, 2024

Time	Activity
11 onwards	Check-in at Hotel José Antonio Deluxe
13:30	Lunch on your own
19:30 - 21:00	Welcome cocktail at Hotel José Antonio Deluxe

November 15th, 2024

Time	Activity
08:30 - 08:45	Registration & welcome <i>Reception of attendees, accreditation and handing out of materials</i>
08:45 - 09:15	Opening ceremony <i>Welcoming remarks by Dr. Renzo Scavia, President of LES ANDINA and Founding Partner of Scavia & Scavia, Peru.</i> <i>Presentation by Keynote Speaker from the Food Sector in Lima, Peru.</i>
09:15 - 10:15	<u>Panel 1: Designations of Origin, Plant Varieties and their protection under IP.</u> Moderator: Representative from the Patent Office, INDECOPI, Peru. Panel objective: Analyzing the role of designations of origin and plant varieties in the protection of agricultural products and their derivatives, exploring how the IP legal framework ensures both the recognition of the

	<p>quality and origin of these products and the protection of plant innovations and fair access to international markets.</p> <p>Topic 1: Appellations of Origin: Protection in Peru and in the other member countries of the Andean Community of Nations (CAN). Representative from the CAN, Peru. <i>Description: Concrete examples of how appellations of origin protect agricultural products and derivatives that meet special legal conditions, guaranteeing their provenance and authenticity, and thus promoting their international recognition will be discussed.</i></p> <p>Topic 2: The International System of Plant Variety Protection: Challenges and Opportunities. Attorney Juan Alberto Díaz-Wiechers, Founding Partner, Díaz-Wiechers IP, Chile <i>Description: The international regulatory framework for plant varieties will be analyzed, including the role of the International Union for the Protection of New Varieties of Plants (UPOV) and how national laws can balance the protection of plant breeders, biotechnological innovation and the protection of agricultural biodiversity.</i></p>
10:15 - 10:30	Coffee break and networking
10:30 - 11:30	<p>Panel 2: IP Valuation, Copyright and Software in the Food Industry. Moderator: Representative from the Copyright Office, INDECOPI, Peru Panel objective: This panel aims to analyze how Intellectual Property (IP), copyright, and software contribute to the development of the food industry, focusing on the monetization of intangible assets and the protection of technological innovations and automated processes.</p> <p>Topic 1: IP Valuation and Monetization in the Food Industry Attorney Flavio Arosemena, Partner, Arosemena Burbano & Asociados, Ecuador. <i>Description: This topic will explore how to value and monetize IP assets in the food sector. Strategies such as licensing, franchising, and other agreements that allow IP to become a source of income and competitiveness will be discussed.</i></p> <p>Topic 2: Copyright, Software and Automation: Legal Protection of Food Processes in the Digital Age. Engineer Héctor Chagoya, Founder, Mexstrategy, México. <i>Description: This topic will discuss software tools in the automation of processes in the food industry and how they can be protected under copyright and intellectual property law.</i></p>
11:30 - 12:00	<p>Joint Q&A <i>All panelists will return to the stage for a joint question and answer session where attendees will be able to interact directly with the experts.</i></p>
12:30 - 13:45	Lunch at Hotel José Antonio Deluxe
14:00 - 15:00	<p>Panel 3: Patents, Trade Secrets, Trademarks and Traditional Specialities Guaranteed (TSG) in the Food Industry Moderator: Attorney Santiago Mayora, Partner, Mayora IP, Guatemala</p>

	<p>Panel objective: Analyzing how patents, trade secrets, trademarks and TSGs protect innovations in food development, confidential business information, food products and services, as well as traditional recipes and production methods.</p> <p>Topic 1: Trademarks and TSGs in the Peruvian Food Industry: Protection Strategies and Commercial Value. Representative from the Trademark Office, INDECOPI, Peru <i>Description: How the planned management of trademarks and ETG can strengthen the market presence of food products and gastronomic services and also contribute to the protection of traditional and culinary knowledge, maximizing the value of IP.</i></p> <p>Topic 2: “Protection of Food Innovations: Patents vs. Trade Secrets in the Andean Community”. Attorney Juan Carlos Uribe, Founding Partner, Triana, Uribe & Michelsen, Colombia. <i>Description: The strategic choice between patent protection and the use of trade secrets will be addressed, considering the specific challenges in the food industry in light of the Andean Community regulations.</i></p>
15:00 - 15:15	Coffee break and networking
15:15 - 16:15	<p>Panel 4: Unfair Competition and IP in the Food Industry Moderator: Attorney Julio Vargas-Perusina, Partner, Scavia & Scavia, Peru Panel objective: Examining how unfair competition affects IP in the food industry, focusing on product counterfeiting, trade dress and packaging infringement, as well as unfair trade practices.</p> <p>Topic 1: The Protection of IP against Unfair Competition: Efficient Strategies in International Markets. Attorney Alysson Hautsch Oikawa, COO and Lead Partner, Baril Advogados, Brasil. <i>Description: Comprehensive legal strategies that food companies can implement to protect their IP against unfair competition practices will be presented.</i></p> <p>Topic 2: Unfair Competition: Relevant Cases in the Peruvian Food Industry. Representative from the Commission for the Admonition of Unfair Competition, INDECOPI, Peru. <i>Description: Recent cases of unfair competition and IP rights infringement in the food sector, including trademark counterfeiting and the misuse of labels and packaging, will be analysed. Legal actions to combat these malpractices will also be raised.</i></p>
16:15 - 16:30	<p>Joint Q&A <i>All panelists will return to the stage for a joint question and answer session where attendees will be able to interact directly with the experts.</i></p>
16:30	<p>Closing remarks <i>Farewell words and thanks to the exhibitors, sponsors and participants, by Dr. Renzo Scavia, President of LES ANDEAN COMMUNITY and Founding Partner of Scavia & Scavia, Peru.</i></p>