



MUĞLA



INTERNATIONAL GEOGRAPHICAL INDICATION SUMMIT

**Destination Branding, the Role of Intellectual
Property Rights in Tourism and Rural Development,
and a Model Proposal for Muğla**

October 20, 2023, Friday

EVENT PROGRAM

09.00 - 09.30 REGISTRATION

09.30 - 10.30 OPENING SPEECHES

10.30 - 11.00 OPENING CONFERENCE

Prof. Dr. Jean-Louis RASTOIN, Founder of UNESCO World Food Chair
*"Post-Covid Development Trends in Global Food Systems, Agriculture,
and Geographical Indications"*

11.00 - 11.45

COFFEE BREAK & OPENING OF REGISTERED MUĞLA
GEOGRAPHICAL INDICATIONS STANDS

SESSION 1

11.45 - 12.30

"360° GEOGRAPHICAL INDICATIONS"

Moderator: **Ayşe Ayşin IŞIKGECE**

Former Deputy Minister of Agriculture and Forestry

- **Prof.Dr. Yavuz TEKELİOĞLU, YUciTA** *"Why Geographical Indications"*
- **Assoc.Dr. Mehmet ZANBAK, YUciTA**
"Geographical Indication Governance"
- **Cem KÖSEMECİ, YUciTA** *"Geographical Indication Inspection"*
- **Dr. Kemalettin TAŞDAN, YUciTA**
"Geographical Indications and Rural Development"
- **Dr. Pinar NACAĞ, YUciTA** *"EU Practices in Geographical Indications"*

12.30 - 13.30

LUNCH (Location: MUTSO Back Garden)

SESSION 2

13.30 - 14.30

“THE ROLE OF INTELLECTUAL PROPERTY RIGHTS IN DESTINATION BRANDING, TOURISM, AND RURAL DEVELOPMENT”

Moderator: İrfan ÖNAL, *Chairman of YUciTA Culture and Tourism Committees "Tourism Destination Analysis: Muğla Case"*

- **M.Rene MORENO, (SdF Representative)** *"Destination Branding and Geographical Indications in the Example of Sud de France"*
- **Sandra CARVAO, UNWTO Director of Tourism Market Research and Competitiveness Unit** *Video Message*
- **Prof.Dr.Gül GÜNEŞ, Selçuk University** *"Recommendations for Sustainable Gastronomic Tourism in Türkiye"*
- **Vedat BAŞARAN, YUciTA** *"A Roadmap for Linking Muğla Gastronomy with Tourism"*
- **Derya KILIÇ, YUciTA** *"Fikri Mülkiyet Hakları ve Turizm"*

SESSION 3

14.30 - 15.15

“INTERNATIONAL, NATIONAL, AND INSTITUTIONAL APPROACHES TO GEOGRAPHICAL INDICATIONS”

Moderator: **Dr.Ayşegül SELİŞİK, Assistant Representative of the Food and Agriculture Organization (FAO) in Türkiye**

- **Dmitry ZVYAGINTSEV, FAO Policy Officer** *FAO Policy Officer "FAO and Geographical Indications"*
- **Hakan KIZILTEPE, TPMK, Head of Geographical Indications Department** *"Turkey's Approach to Geographical Indications"*
- **Birol ULUŞAN, METRO Food Category Manager** *"METRO and Geographical Indications"*
- **Prof. Dr Yavuz TEKELİOĞLU, President of YUciTA** *"YUciTA's Mission on Geographical Indications"*

15.15 - 15.30

COFFEE BREAK

SESSION 4

15.30 - 16.30

“INSPIRING WOMEN ENTREPRENEURS IN GEOGRAPHICAL INDICATIONS”

Moderator: **Dr.Pinar NACAĞ, YUciTA**

- **Çimen ÇAMOĞLU, YUciTA** *"A Career Story that Started with Geographical Indications"*
- **Ebru KOCAACAR, YUciTA** *"Unique Jams of Antalya with Geographical Indications"*
- **Meral SEÇER, Eylem BOZDOĞAN** *"Development with Geographical Indications and Example Villages, from Tradition to Innovation"*
- **Özlem SARI, YUciTA** *"Kapıdağ Purple Onion: A Story of Establishment and Redemption"*
- **Mehtap Şeniz ÇAHAN, MCCI Women Entrepreneurs in Muğla**

SESSION 5

16.30 - 17.30

“GEOGRAPHICAL INDICATIONS AND THE CURRENT SITUATION IN MUĞLA”

Moderator: **Prof.Dr.Ummuhan GÖKOVALI, YUciTA**

- **Bülent KARAKUŞ**
President of Muğla Chamber of Commerce and Industry
- **Hurşit ÖZTÜRK**
President of Muğla Commodity Exchange
- **Reşit ÖZER**
President of Milas Chamber of Commerce and Industry
- **Osman ÇIRALI**
President of Fethiye Chamber of Commerce and Industry
- **Mutlu AYHAN**
President of Marmaris Chamber of Commerce
- **Mahmut KOCADON**
President of Bodrum Chamber of Commerce

17.30 - 18.00

CLOSING REMARKS AND MUĞLA DECLARATION

- **Bülent KARAKUŞ**
President of Muğla Chamber of Commerce and Industry
- **Prof.Dr. Yavuz TEKELİOĞLU, YUciTA**
President of YUciTA



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