

This Colloquium is proudly hosted by:

**The Centre for Commercial Law, Bond University and the
Delegation of the EU, Canberra, Australia**



**‘Taking Provenance Seriously: Will Australia Benefit from Better Legal
Protection for GI’s?’**

Modern consumers expect accurate information about the geographical origins of their food. Producers want protection against competitors who free ride on the hard-earned reputation of their unique products. The European model of GI protection pursues these twin goals, but has not been adopted in Australia, except in the wine industry. This Colloquium investigates how the European experience can inform the local debate about more effective protection for local brands and rural communities.

TUESDAY, 12 FEBRUARY

Time	Activity	Location
8:30-9:00am	Registration and tea/coffee	Princeton Room
9:00-9:15am	<p>Introduction</p> <p>MC: Professor Brenda Marshall, Deputy Dean Bond Law Faculty, Professor of Competition Law</p> <p>Official Welcome to Bond University</p> <p>Presented by Professor Nick James, Executive Dean Bond Faculty of Law</p> <p>Introduction to Proceedings</p> <p>Professor William van Caenegem, Law Faculty, Bond University</p>	Princeton Room
9:15-9:40am	<p>Mr Phil Hogan, European Commissioner for Agriculture and Rural Development</p> <p>'Good food means good business: Geographical Indications as a driver of rural jobs and sustainable growth'</p>	Princeton Room
9:40-10:00am	<p>Professor William van Caenegem, Law Faculty, Bond University</p> <p>'Diversification as a competitive strategy in agriculture: The potential role of Geographical Indications'</p>	Princeton Room
10:00-10:20am	<p>Professor Karen Hussey, The University of Queensland</p> <p>'Agricultural Policy and free trade: GIs in the European/Australian FTA negotiations'</p>	Princeton Room
10:20-10:30am	Morning Tea	Princeton Room
10:30-10:45am	<p>Ms Leeanne Puglisi-Gangemi, Client Relations Manager, Ballandean Estates, The Granite Belt (Wine GI Region)</p> <p>'The experience with GIs: Benefits for wine and other industries in a declared GI region'</p>	Princeton Room
10:45-11:00am	<p>Mr Bill McHenry, McHenry Distillery, Tasmania, and Tasmanian Whiskey Producers Association</p> <p>'The benefits of a future Tasmanian Whiskey GI, and the need for better protection of food and beverage GIs in Australia'</p>	Princeton Room
11:00-11:15am	<p>Ms Helen Thomas, Growth and Strategy Manager, King Island Council</p> <p>'Lobster, Dairy and Beef: King Island's experience with trade marks and the potential of GIs for the local economy'</p>	Princeton Room
11:15-11:45am	<p>Panel Discussion</p> <p>Chair: Professor William van Caenegem, Faculty of Law, Bond University</p>	Princeton Room
11:45-12:00pm	<p>Concluding Remarks, close of Colloquium</p> <p>Professor William van Caenegem, Faculty of Law, Bond University</p>	Princeton Room
12:00-1:00pm	Lunch for Invited Guests	University Club

[Register here](#)