Seminar on « Geographical Indications in Turkey – Bursa steps up »
Tuesday 4 December 2018
Hilton Bursa Convention Center

Draft Programme

9:00  Welcome coffee

9:30  Opening speeches (20 min)
Prof. Dr. Uğur Bilgili, Bursa Uludag Üniversitesi, Ziraat Fakültesi Dekanı
Burcu Islam, Principal Banker, Agribusiness Türkiye, EBRD
Emilie Vandecandelaere, Agribusiness economist, FAO

Chairman: Prof. Dr. Yavuz Tekelioğlu, Yöresel Ürünler ve Coğrafi İşaretler Türkiye Araştırma Ağı (YUCITA) Başkanı

10:00 Key methodology for successful GI achievement (15 min)
- Presentation of the GI process with a particular focus on the product selection methodology, the delimitation of area and the marketing test
Doc. Dr. Sertaç DOKUZLU, Uludag University

10:30 The Bursa experience (20 min)
- Presentation on the Bursa black figs and peaches Association’s experience with the GI development: how were they involved in the full process, from start to finish; how their involvement in the CoP redaction was essential; how the collective organization was put in place to work all together towards the GI
Representatives from the Association of Bursa black figs and peaches

10:50 Questions, answers and discussion time

11:30 Coffee break

Chairman: Prof. Dr. Beraat Özçelik, İstanbul Teknik Üniversitesi
11:50 **Roundtable session on GI market opportunities**
- Lessons learnt from the project, and other experiences in Turkey
- Discussing a win-win strategy for producers and retailers
  
  *Hakan Kızıltepe, Turkish Patent and Trademark Office, President of Geographical Indications Division*
  
  *Osman Özkan, President of the Bursa black figs and peaches Association*
  
  *Haluk Kürel, Vice president of the Bursa black figs and peaches Association*
  
  *Birol Uluşan, Category Manager – Food Fruits&Vegetables, Metro Market*
  
  *Hüseyin Akgün, Product Manager, Özdilek Market*

12:45 **Questions, answers and discussion**

13:30 **Lunch**

14:30 **GI management: Field visit and simulation of audit**
- Presentation on the importance of controls and on control modalities: external and internal controls
- Presentation and discussion on how can be conducted an internal control: who, when, how, what
- Simulation of a control at the producers level (in the field – depending on weather conditions): verification points and questions, discussion on the outcomes of the control
- Visit the peach cooperative facility in Barakfakih and participate to the preparation of Deveci pear (selection and packaging)

  *Jean-Claude Pons, International GI expert*

In collaboration with