

AL-INVEST Verde 



INTELLECTUAL PROPERTY RIGHTS



OFFICIAL LAUNCH
AL-INVmentor PROGRAMME
Adding Value to Sustainable Local Chains
through Geographical Indications

10 May 2024
15h-17:50 CET

Live-stream from Manaus, Brazil

Official launch of the AL-INVmentor programme at INOVA AMAZONIA

Inova Amazonia is a major event organized by SEBRAE and other Brazilian stakeholders -such as the government of Amazonas- aimed at mobilizing, integrating, and connecting the bioeconomy and innovation ecosystem of the Amazon. It focuses on creating market expansion opportunities for small bioeconomy businesses and highlights the bioeconomy's positive impact on the region's development.

This event marks the setting for the official launch of the first mentorships to be implemented under the novel AL-INVmentor programme, a unique initiative focusing on geographical indications (GIs) and other IPRs to foster sustainable sustainable development and local empowerment.

The AL-INVmentor programme's inaugural edition will feature six mentorships in the MERCOSUR countries aimed at promoting local development, enhancing local production, and establishing sustainable, value-added production chains while preserving cultural heritage.

In Manaus, AL-INVEST Verde and SEBRAE gather the main representatives of origin-linked products from the Amazon region at INOVA AMAZONIA. Participants will have the opportunity to showcase their products and engage in specialized conferences covering topics such as sustainable development, market access, branding strategies and intellectual property rights protection, together with fellow producers from Brazil and other MERCOSUR countries following the event online.

AL-INVEST Verde IPR is a component of the EU-funded AL-INVEST Verde program, executed by the European Union Intellectual Property Office (EUIPO), focused on enhancing intellectual property rights systems to support sustainable development and green innovation in Latin America

SEBRAE (Brazilian Service of Support for Micro and Small Enterprises) is a Brazilian non-profit private entity that plays a crucial role in promoting the development, modernization, and competitiveness of small businesses across various sectors in Brazil, making it a key driver of economic growth and innovation within the country's entrepreneurial ecosystem.

Friday 10 May 2024
9h- 12.00 (15h-17:50 CET)
Live-stream from Manaus, Brazil

OPENING WELCOME

09:00 – 09:50 GASTRONOMY AND TOURISM AS DRIVERS OF FOREST DEVELOPMENT

Gabriela Gouveia

IG Queijo de Marajó

Natasha Penna

Turismóloga, IG Farinha de Bragança

Saulo Jennings

Casa do Saulo Onze Janelas

Moderator: EMBRATUR (TBC)

10:00 – 10:50 GEOGRAPHICAL INDICATION AS A BUSINESS STRATEGY IN THE MARKET ENVIRONMENT

Luis Samper

International Consultant in GI and Sustainability, AL- INVEST Verde IPR

Luca Dambros

Vice President, GI Guaraná de Maués

Juan Travain

President, GI Café Matas de Rondônia

Moderator: Vinícius Lopes, Ministry of Agriculture, Brazil

11:00 – 11:50 LAUNCH OF THE AL-INV MENTOR PROJECT FROM AL-INVEST VERDE – MENTORSHIP PROGRAM

Hulda Oliveira Giesbrecht

SEBRAE

Mariano Riccheri Ponferrada

Project Leader, AL- INVEST Verde DPI

Luis Samper

International Consultant in GI and Sustainability, AL- INVEST Verde IPR