



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

**10 May 2024**  
**15h-18h CEST**

**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**  
**15h-18h CEST (Europe)**  
**Live-stream from Manaus, Brazil**

**OPENING WELCOME**

**15:00 – 15:50 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)

**16:00 – 16:50 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

**17:00 – 17:50 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