



FERNANDO CANO TREVIÑO, Chief Representative Officer for Europe, Tequila Regulatory Council (CRT), CH

Fernando Cano Treviño, is the Chief European Representative Officer of Consejo Regulador del Tequila (CRT), He is responsible of the international protection of the Appellation of Origin Tequila, corporate relations with UN Agencies, WTO, European Commission and Government Affairs with European national authorities. CRT is the Conformity Assessment Agency and interprofessional organization representing all the actors of the Agave-Tequila production; Mr. Cano is in charge of verifying the compliance of the commercialisation of Tequila in Europe with the official Mexican Standard for Tequila (NOM 006) through certification and inspection activities to European importers and operators, Likewise Mr. Cano is responsible for leading the Tequila training and educational activities of the culture of Tequila in Europe. After leading CRT offices in Madrid (Spain) since 2005 and Brussels (Belgium) in 2007, he finally settles in 2010 CRT office for Europe in Geneva (Switzerland).

Since 2007, Mr. Cano is a member of the Executive Committee of the Organization for an International Geographical Indications network (oriGIn), a non-for-profit Non-Governmental Organization (NGO) based in Geneva. Established in 2003, oriGIn is today a truly global alliance of Geographical Indications (GIs) from a large variety of sectors including Spirits, representing more than 550 associations of producers and other GI-related institutions from more than 40 countries.

Mr. CANO previously worked as Industrial Property Expert at the Direction of International Relations of the Mexican Institute of Industrial Property (IMPI) from the Ministry of Economy from 2000 to 2004. Among his duties he was responsible for the international cooperation between IMPI and other Industrial Property Offices in the European Union, and follow up the

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international negotiations in Multilateral Fora at WIPO (World International Property Organization) and the WTO (World Trade Organization) on the Intellectual Property.

After achieving with honours a Law degree in the Universidad del Valle de Mexico in 2000, he followed between 2001 and 2003 various courses which led him to specialize on Industrial Property law, precisely in the field of Appellations of Origin. He holds a Diploma in Intellectual Property including Trademarks, Industrial Designs and Appellations of Origin from CEIPI (Centre d'Etudes Internationales de la Propriété Intellectuelle) in Strasbourg, France.

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