

## EUROPEAN EVENT ON QUALITY AND ORIGIN PRODUCTS

THE FORUM OF EUROPEAN REGIONS AND PRODUCERS ASSOCIATIONS

**MARCH, 21<sup>ST</sup>, 2018**

**2.30 PM | 11.00 PM**

At the common House of  
Emilia-Romagna, Hessen and Nouvelle-Aquitaine  
21, Rue Montoyer – 1000 Brussels

**3.00 PM | 6.30 PM - CONFERENCE “A NEW CAP FOR HIGH QUALITY PRODUCTS”**

**7.00 PM | 11.00 PM - TASTING OF REGIONAL QUALITY PRODUCTS**

## PROGRAMME

### 2.30 PM | REGISTRATION AND WELCOME COFFEE

### 3.00 PM | WELCOME ADDRESS

**Theano Vrentzou-Skordalaki**, President of AREPO, Vice-Governor of Crete

### 3.15 PM | SESSION 1: TOOLS AND STRATEGIES FOR THE VALORISATION OF QUALITY AND ORIGIN PRODUCTS

**Opening speech: Vincent Labarthe**, Vice-president of Occitanie in charge of Agriculture

AGROSMARTcoop "Space for the integration, competitiveness and intelligent economic growth of agri-food cooperatives in the SUDOE rural areas": objectives and main results of the project, **José Severino Montes Pérez**, President, AGACA

The key factors of the intelligent marketing strategy of geographical indications, **Jesús González Vázquez**, President, Origen España

The contribution of geographical indications to rural development dynamics: the evidences of research, **Claire Cerdan**, CIRAD and member of Scientific Committee of AREPO

### 4.15 PM | SESSION 2: HOW TO BETTER SUPPORT QUALITY AND ORIGIN PRODUCTS IN THE COMMON AGRICULTURAL POLICY?

#### 4.15 PM – 4.45 PM | OPENING SPEECHES

"A new CAP for high quality food": AREPO position on the future of CAP post 2020, **Laurent Gomez**, Secretary General, AREPO

**Nathalie Sauze-Vandevyver**, Director Quality, Research & Innovation, DG AGRI, European Commission

**Herbert Dorfmann**, MEP, Member of COMAGRI, Rapporteur on the Communication on "The Future of Food and Farming"

#### 4.45 PM – 6.00 PM | ROUND TABLE WITH REGIONAL REPRESENTATIVES

**Introduction: Claude Vermot-Desroches**, President of oriGIn and President of the Comité Interprofessionnel du Comté

**Moderator: Massimo Vittori**, Managing Director, OriGIn

**Simona Caselli**, Regional Minister of Agriculture, Emilia-Romagna

**Olivier Allain**, Vice-president of Bretagne in charge of Agriculture

**Patricia Maussion**, Vice-president of Pays de la Loire in charge of Agricultural Promotion and Valorization of Regional Products

**Peli Manterola**, Director of Quality and Agri-food Industries of the Basque Government

**Kostantinos Agorastos**, Governor of the Region of Thessaly and President of the Union of Greek Regions

**Giorgio Ferrero**, Regional Minister of Agriculture, Piemonte

#### QUESTIONS AND ANSWERS

### 6.00 PM - 6.30 PM | CONCLUSIONS

**Theano Vrentzou-Skordalaki**, President of AREPO, Vice-Governor of Crete

**Paolo De Castro**, MEP, First Vice-President of COMAGRI, European Parliament

**Phil Hogan**, Commissioner for Agriculture and Rural Development, European Commission (tbc)

### 7.00 PM | INAUGURATION OF THE PRESENTATION AND TASTING OF REGIONAL PRODUCTS

*Simultaneous translation will be provided into English, French, Greek, Italian and Spanish.*