



origo.

THE PROJECT

Version 1.0

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1. naming



origo.

origin, territory,
value, diversity,
protection, nature, identity

2. logo



origo.

**Geographical Indications'
Global Forum**

11-12 APRIL 2017
PARMA · ITALY



3. what is origo

The Italian Government and the Emilia Romagna Region intend to promote, in partnership with the European Commission, Parma Industrialists' Association, and Parma Trade Fair Centre, **the first event dedicated to the global challenges and opportunities involved by the system of geographical indications (GIs) of the European Union.**

The event was created by the need to raise a new and stronger awareness of the strategic value of our quality products both inside the European context and in international markets.

3. what is origo

We face many of the global challenges that need to be addressed properly by all of the producers and EU experts in order to combine energies and create new ways to promote cultural and economic relations.

Multi-Stakeholder vision, territorial identity, future of the CAP post 2020, global communication, local and global B2B market, international protection of GIs, sustainable agro-food system.

Origo: a European and international event for the promotion of quality agro-food products in the world.

4. guidelines



PLACE AND DATE

Parma (Italy)

11-12 April 2017



STRUCTURE

9-10 Apr / Arrival

10 Apr / Welcoming event

11 Apr / EU International Conference

12 Apr / B2B session



ORGANIZED BY

Italian Institutions

& Parma Trade

Fair Centre



AUDIENCE

**European Networks & GLS,
producers/group of producers,
policy makers, experts, academics,
researchers, regulatory and
government officials, public
authorities and international
organizations**

5.1 program / 11 april 2017



EU INTERNATIONAL CONFERENCE

Session 1 / The role of GIs in the European policy

Session 2 / GIs & sustainability:
are they a model of sustainability?

Session 3 / GIs, jobs & resilience: evidences and issues

Session 4 / GIs around the world:
is the European model becoming global?

5.2 program / 12 april 2017



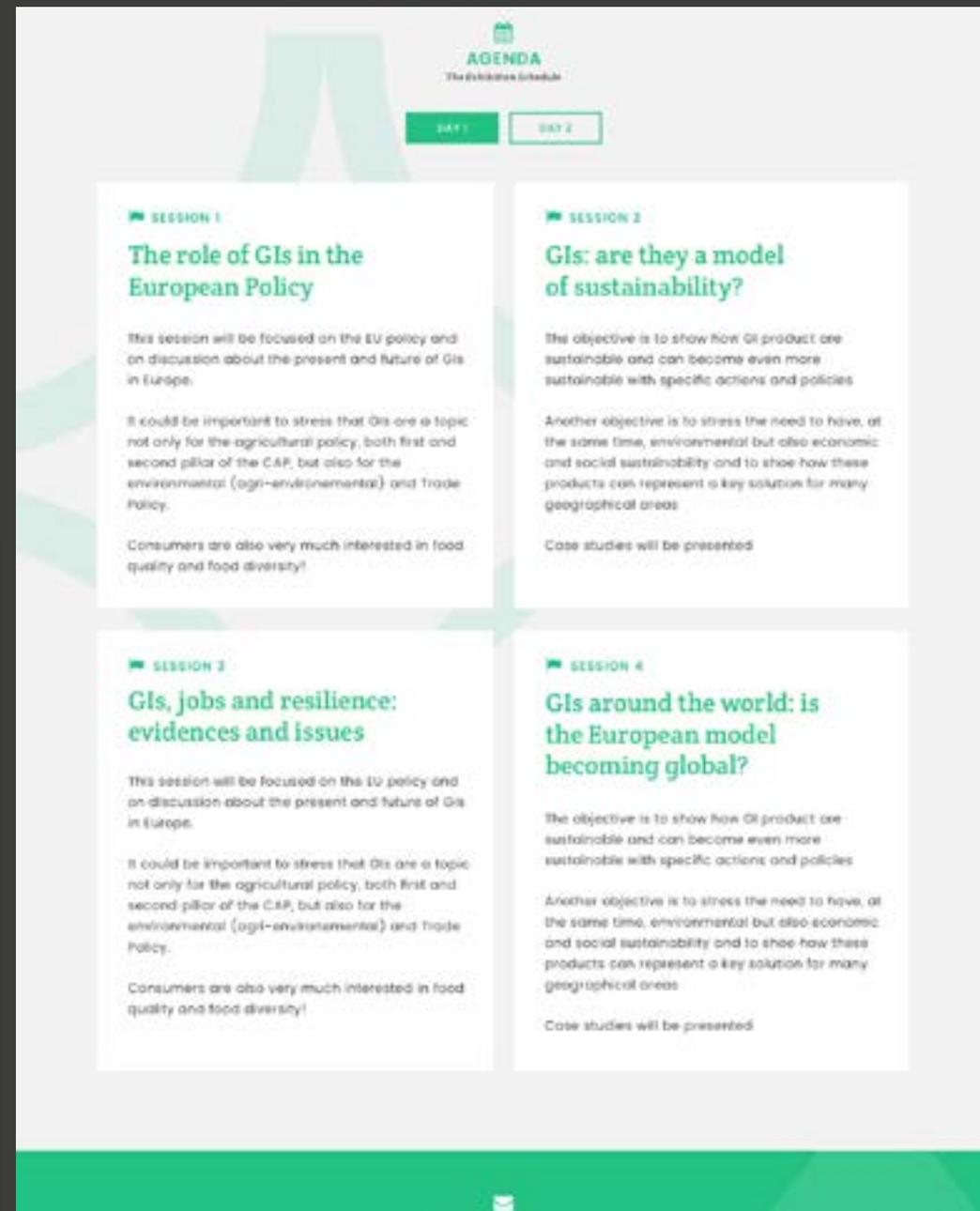
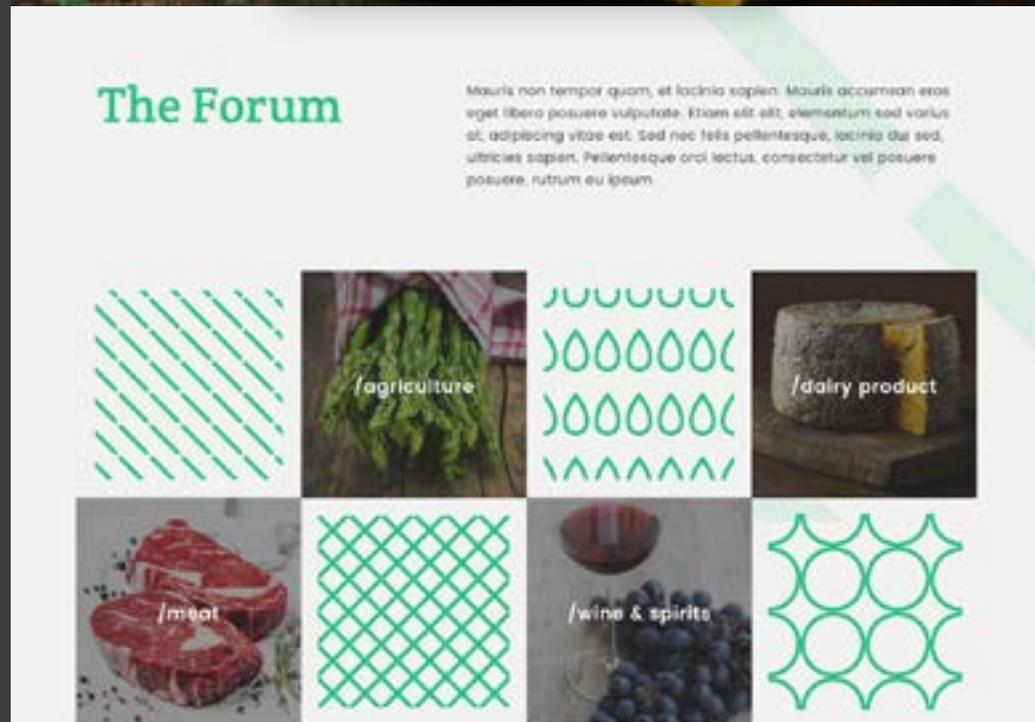
B2B SESSION in the Cibus Connect 2017 event

Origo Business Lounge dedicated to B2B and meetings with the top buyers attending Cibus Connect 2017, a spectacular and multifunctional area featuring cooking shows as a background to workshops dedicated to Food & Retail current issues.

CIBUS
CONNECT
conferences • workshops • expo



6. website



7. why Italy & Parma

The Emilia-Romagna is the first European Region with 43 PDO and PGI on its territory.

Parma is the Food Valley of Italy and home to some of the most important PDO and PGI in the world.

Parma is the Creative City of Gastronomy Unesco 2015, an important recognition for the development of the cultural dimension in the world of food.

Tradition, research, innovation, food culture, agriculture and sustainable agricultural food production, a permanent synthesis of the work of Parma and the Emilia-Romagna Region in the European Union and in the world.



8. location / Parma Trade Fair Centre



partners



Unione Parmense degli Industriali



mipaaf

Ministero delle
politiche agricole
alimentari e forestali



www.origoglobalforum.com