



## 5<sup>TH</sup> EDITION OF AREPO EUROPEAN EVENT ON QUALITY AND ORIGIN PRODUCTS

In the framework of the AGROSMARTglobal Interreg Sudoe project

**MARCH 30<sup>TH</sup>, 2023**

**2.00 PM | 11.00 PM**

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

**2.00 PM - 6.30 PM | CONFERENCE ON “THE FUTURE CHALLENGES FOR GEOGRAPHICAL INDICATIONS”**

**7.00 PM - 11.00 PM | TASTING OF REGIONAL PRODUCTS BENEFITING FROM EU QUALITY SCHEMES**



The event is organised in the framework of the AGROSMARTglobal project “Space for the competitiveness, promotion and intelligent international expansion of agri-food cooperatives in the Sudoe rural areas”, a European project cofinanced by the Interreg Sudoe programme 2014-2020 under Priority Axis 2: Stimulating the competitiveness and internationalisation of SMEs in South-West Europe.

*“The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein”.*

The **Association of European Regions for Products of Origin - AREPO** - is a network of European Regions and producer associations that deals with products of origin and European quality schemes. It represents 33 Regions from 8 European countries and 850 associations of producers for over 60% of European Geographical Indications.

## PROGRAMME

2.00 – 2.30 PM | REGISTRATION AND WELCOME COFFEE

2.30 - 2.50 PM | WELCOME ADDRESS

**Ms Begoña GARCÍA BERNAL**, President of AREPO and regional Minister for Agriculture of Extremadura

**Mr Paolo DE CASTRO**, MEP and rapporteur for the GI revision, European Parliament

2.50 – 4.00 PM | SESSION 1: TOOLS AND STRATEGIES FOR THE PROTECTION OF QUALITY AND ORIGIN PRODUCTS

**Introduction:** **Mr Riccardo DESERTI**, General Director of the Consorzio del Formaggio Parmigiano Reggiano

Objectives and main results of the Interreg Sudoe AGROSMARTglobal project, **Ms Carmen RODRÍGUEZ**, President of AGACA

Presentation of AREPO's guide on GI protection on the Internet, **Mr Arnaud LELLINGER**, Co-founder of LLF Avocats

Attribution of domain names and geographical indications, **Mr Massimo VITTORI**, General Director of OriGIn

Role of the EUIPO in improving GI protection on the Internet, **Ms Katarina KOMPARI**, IP legal specialist at EUIPO

**QUESTIONS & ANSWERS**

4.00 - 4.30 PM | COFFEE BREAK

4.30 - 6.00 PM | SESSION 2: HOW DOES THE ONGOING REVISION ADDRESS THE CURRENT CHALLENGES FOR GEOGRAPHICAL INDICATIONS?

4.30 – 5.00 PM | OPENING SPEECHES

Position of the European Parliament on the GI revision, **Ms Anne SANDER**, MEP and Quaestor of the European Parliament

Main objectives of the GI revision: what to expect from the trilogues?, **Mr Joao ONOFRE**, Acting Director in charge of Outreach, Research & Geographical Indications and Head of Unit F.3 on Geographical Indications, DG Agri, European Commission

5.00 - 6.00 PM | ROUND TABLE WITH REGIONAL REPRESENTATIVES

**Moderator:** **Ms Audrey AUBARD**, Manager of Aubard Consulting and Secretary General of AFIGIA

**Introduction:** **Ms Karine GLOANEC MAURIN**, rapporteur for the EU Committee of the Regions

**Ms Eirini CHOUDETSANAKI**, Vice-Governor of Crete

**Mr Alessio MAMMI**, Regional Minister for Agriculture of Emilia-Romagna

**Ms Patricia MAUSSION**, Regional Councillor for Agriculture of Pays de la Loire in charge of Organic Farming and Official Quality Signs

**Mr Marco PROTOPAPA**, Regional Minister for Agriculture of Piemonte

**Ms C. Cristina de TORO NAVERO**, Director General of Industries, Innovation, and Agri-food Chain, Regional Government of Andalucía

**Mr Simon UZENAT**, Regional Councillor for public procurement, public purchasing and territorial food projects of Bretagne

#### QUESTIONS & ANSWERS

#### 6.00 - 6.30 PM | CONCLUSIONS

**Ms Begoña GARCÍA BERNAL**, President of AREPO and regional Minister for Agriculture of Extremadura

**Mr Janusz WOJCIECHOWSKI**, European Commissioner for Agriculture and Rural Development, European Commission

*Simultaneous translation will be provided in English, French, German, Greek, Italian, Portuguese and Spanish*

#### 7.00 – 11.00 PM | INAUGURATION OF THE TASTING OF REGIONAL QUALITY PRODUCTS

**List of the stands** | AGROSMARTglobal partners\* and AREPO member Regions

FRANCE	ITALY	GREECE
<p>Auvergne-Rhône-Alpes</p> <p>Bourgogne-Franche-Comté</p> <p>Bretagne</p> <p>Centre-Val de Loire</p> <p>Corse</p> <p>Grand Est</p> <p>Nouvelle-Aquitaine</p> <p>Occitanie</p> <p>Pays de la Loire</p> <p>LCANA* (Cooperative Union)</p>	<p>Emilia-Romagna</p> <p>Lombardia</p> <p>Piemonte</p> <p>Toscana</p> <p>Valle d'Aosta</p> <p>Veneto</p>	<p>Ditiki Makedonía</p> <p>Épiros</p> <p>Kentrikí Makedonía</p> <p>Kríti</p> <p>Thessalía</p>
SPAIN	GERMANY	PORTUGAL
<p>Andalucía</p> <p>Catalunya</p> <p>Extremadura</p> <p>AGACA* (Cooperative Union)</p>	<p>Baden-Württemberg</p> <p>Bayern</p>	<p>Açores</p> <p>CONFAGRI* (Cooperative Union)</p>