

Geographical Indications Conference

"Safeguarding our Heritage, Cultivating our Future"



DRAFT PROGRAMME

GI CONFERENCE: 'SAFEGUARDING OUR HERITAGE, CULTIVATING OUR FUTURE'

Co-organised by the European Union Intellectual Property Office (EUIPO) and the European Commission, DG Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) and DG Agriculture and Rural Development (DG AGRI)

Date: 28 - 29 January 2025

Venue: EUIPO (Auditorium)



Outline of the conference

The European Union Intellectual Property Office, in collaboration with the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) and the Directorate-General for Agriculture and Rural Development (DG AGRI), is organising an International Conference at EUIPO's headquarters in Alicante, Spain, on 28 and 29 January 2025. This Conference brings together representatives from Europe's leading producers and producer associations of Geographical Indications for craft and industrial (CRAFT GIs) and wine, spirit drinks and agricultural products (AGRI GIs), national competent authorities in charge of examination of GI applications, international business, lawmakers, enforcement authorities and lawyers.

The aim of the conference is to look at opportunities and challenges at the forefront of Geographical Indications: the brand-new EU Regulation on geographical indication protection for craft and industrial products published on 27 October 2023 and the important reform of the GIs for wine, spirit drinks and agricultural products published on 23 April 2024.

This conference gives a unique opportunity to gather a wide range of experts from across the globe to expose their views and exchange on the practices of the National Competent Authorities dealing with Geographical Indications and other Institutions (EU and non-EU), as well as address experiences and future perspectives from the AGRI and CRAFT GIs beneficiaries and discuss the challenges that they face in the defence of their rights.

The event is designed to encourage interactive discussion around considerations arising from the new regulation related to CRAFT GIs.

It aims at exchange between the European institutions as legislators of the regulation on CRAFT GIs, the EUIPO which is in charge of its implementation and the operators who have expectations and suggestions to bring to the table. The conference also aims for both CRAFT and AGRI GIs to be a forum for interaction between the EUIPO and producers regarding current and new areas of competence and to enrich each other with their experiences. By combining CRAFT GIs with AGRI GIs, they will mutually enrich each other's experience. Additionally, all participants will discover the opportunities offered by the Commission and the EUIPO in the promotion and defence of CRAFT GIs.



TUESDAY, 28 JANUARY 2025

Master of Ceremony: Elisa Zaera, Deputy Director, Trade Mark, Design and Geographical Indications Examination Area, Business Operations Department, EUIPO

8.00-9.00 Registration and welcome coffee

I. OPENING CEREMONY

9.00 – 9.30

Speakers:

- João Negrão, Executive Director, EUIPO
- EU Commissioner or the DG of DG GROW, European Commission (TBC)
- EU Commissioner or the DG of DG AGRI, European Commission (TBC)
- Maravillas Abadía Jover, Member of the European Parliament
- Polish Presidency of the Council of the EU (TBC)

II. IMPORTANCE OF GEOGRAPHICAL INDICATIONS

9.30 – 13.15

This session will address the importance of CRAFT GIs for the employment, commerce and tourism in the regions and the challenges thereof, as well as the main changes and opportunities as regards the recent reform of GI system for wines, spirit drinks and agricultural products.

9.30-9.50 Keynote speakers

- Marion Walsmann, former rapporteur of the European Parliament on CIGIs
- Martine Pinville, former rapporteur of the Committee of Regions on CIGIs

9.50-11.15 Panel I: The importance of CRAFT GIs – opportunities and challenges

Panel leader: TBC

Speakers:

- Claudia Martínez Félix, Deputy Head of Unit, European Commission (DG GROW)
- Audrey Aubard, General Secretary, Fédération Française des Indications Géographiques Industrielles et Artisanales (FFIGIA)



- Kieran Molloy, Director, Molloy & Sons Weaving Limited, Donegal Tweed
- Ester Olivas, General Director of Entrepreneurship and Internationalization, Department of Industry, Commerce and Innovation, Valencian Government
- Speaker TBC

11.15-11.30 Q&A

11.30-12.00 Coffee break

12.00-13.00 Panel II: AGRI GIs reform

Panel leader: Ignacio Sánchez Recarte, Secretary General, Comité Européen des Entreprises Vins (CEEV)

Speakers:

- Paolo De Castro, former Rapporteur on AGRI-GIs, European Parliament
- Speaker TBC
- Diego Canga Fano, Director, European Commission (DG AGRI)
- Riccardo Deserti, Director, Parmigiano Reggiano
- Javier Maté Caballero, Deputy Director General of Food Quality Control and Agri-food Laboratories at the Ministry of Agriculture, Fisheries, and Food of Spain (TBC)

13.00-13.15 Q&A

13.15-14.30 Lunch break

III. Lifecycle and Sustainability

14.30 – 17.45

This session will overview practical aspects of managing of GIs during their lifecycle: how to control a product specification (role of the certification/accreditation in the control), legal protection (nature, scope), ways of working in a trade association (representativity), promotion, third country GIs. The session will touch upon the role of GIs in sustainability.

14.30-16.00 Panel III: Lifecycle of CRAFT and AGRI GIs

Panel leader: TBC

Speakers:

- Laurence Besse, Secretary General, Association for the Limoges Porcelain GI
- David Pastva, Director of Crystal Valley project, CZ Regional Development Agency



- Andru Sandu-Capra, Attorney, Romanian association of producers of “Salam de Sibiu”
- Antoine Ginestet, CRAFT GIs Policy Officer, French Patent and Trademark Office (INPI)
- Pilar Montero, Director of the Master in Intellectual Property and Digital Innovation, Magister Lvcentinvs, Universidad de Alicante
- Tamás Kiraly, Policy Officer, European Commission (DG GROW)
- Céline Keidel, Deputy Head of Unit, European Commission (DG AGRI)

16:00-16:15 **Q&A**

16.15 -16.45 **Coffee break**

16.45-17.45 **Panel IV: GIs and Sustainability**

Panel leader: **Massimo Vittori, Managing Director, OriGIn**

Speakers:

- Ulrich Adam, Director General, spiritsEUROPE
- Armelle Mazé, Senior Researcher, France's National Research Institute for Agriculture, Food and Environment (INRAE)
- Ronald Brohm, Managing Director of REACT (European Anti-counterfeiting Network)
- Laura Miguel Baumann, Secretary General, European Crafts Alliance
- Speaker TBC
- Nathan Wajsman, Director, Corporate Strategy and Foresight / Chief Economist, EUIPO

17.45-18.00 **Q&A**

IV. CLOSING OF DAY 1

18.00

GALA RECEPTION

20.00 - 22.30



WEDNESDAY, 29 JANUARY 2025

Master of Ceremony: Nicole Semjevski, Observatory Department, EUIPO

8.30-9.00 Welcome coffee

V. AGRICULTURAL AND CRAFT GIs

09.00 – 12.45

First, this session will overview the legal aspects of GIs: coexistence of trade marks and GIs as well as tools, cooperation and producers' experience in GI enforcement area. Later, GIs at international level will be discussed: business perspective and experience of non-EU CRAFT and AGRI GI producers, activities of EUIPO, European Commission, other EU and international organisations.

09.00-10.30 Panel V: Trade marks & GIs and GIs enforcement

Panel leader: TBC

Speakers:

- Giuseppe Bertoli, Director of Legal Affairs Department, EUIPO
- Petra Nemeckova, Member of the Legal Service, European Commission
- Charles Goemaere, Director General, Comité Interprofessionnel du Vin Champagne
- Blanca Arteché, Observatory Department, EUIPO
- Christopher Oldknow, Public Policy, EMEA, Amazon
- Felice Assenza, Head of Department of the Central Inspectorate for Quality Protection and Fraud Repression of Agri-Food Products, Ministry of Agriculture, Food Sovereignty and Forestry, Italy

10.30-10.45 Q&A

10.45-11.15 Coffee break

11.15-12.30 Panel VI: Significance of GIs Worldwide

Panel leader: Alexandra Grazioli, Director, WIPO

Speakers:

- Marc Kent, Scotch Whisky Association
- Stefan Iamandi, Director, National Office of Vine and Wine (ONVV), Moldova
- 1 non-EU CI GI owners (TBC)
- Antonio Berengue Reguant, Deputy Director, International Cooperation Area, EUIPO
- Rocío Pérez Segura, Policy Officer, European Commission (DG TRADE)



12.30-12.45

Q&A

VI. CONCLUSIONS AND CLOSURE

12.45 – 13.00

12:45-13:00

Closing remarks

- João Negrão, Executive Director, EUIPO

13.00-14.00

Lunch

14.00-19.00

Social programme (TBC)

