

AGENDA

Geographical Indications Conference 25-26 June 2025, Brussels

Common House of Emilia-Romagna, Hessen, Nouvelle-Aquitaine and Wielkopolska
Rue Montoyer 21 - 1000 Brussels

*A Producers' Vision for the EU Action Plan on Geographical Indications &
Launch of the GI SMART Community Platform*



European Federation
of Origin Wines

EFOW

oriGIn EU 
Organization for an european
Geographical Indications Network

GI SMART is a 4-year research project that will provide evidence-based recommendations to strengthen the contribution of geographical indications (GIs) to sustainable territorial development and the objectives of the EU Farm to Fork strategy. To achieve this, GI SMART will develop tools and methodologies to foster the implementation of sustainability strategies by GIs producers, ensure their recognition by consumers, and formulate policy recommendations for a better design of GI policies.



**Co-funded by
the European Union**

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Summary

In the framework of the GI SMART project, AREPO, EFOW, and oriGIn EU are pleased to organise a conference to officially launch the GI SMART Community Platform, a Europe-wide initiative connecting stakeholders committed to the sustainability of Geographical Indications (GIs).

The event will provide GI producers with a platform to share experiences, challenges, and opportunities, ensuring their voices shape future research and policies. A key aim of the conference is to contribute to shaping the EU Action Plan for GIs by bringing forward the practical challenges and expectations of GI producers. The conference will also explore the role of GIs as a successful tool for sustainable rural development and as an attractive, competitive model for farmers and producers. By showcasing the economic, cultural, and societal value of GIs, it will emphasise why producers decide to embark on the GI path and the added value they bring to local communities and beyond.

Interpretation will be provided in DE, EL, EN, ES, FR, IT and PL.

About the organisers

AREPO, the Association of European Regions for Products of Origin (www.arepoquality.eu), is a network of regions and producer associations that deals with products of origin and EU quality schemes. It represents 33 European regions and over 800 associations of producers for over 60% of European GIs.

EFOW, the European Federation of Origin Wines (www.efow.eu), is the Brussels-based organisation representing PDO and PGI wines towards European institutions. As the voice of origin wines, our mission is to protect and promote the GI concept in all policy areas.

oriGIn EU is the European branch of the global alliance of GIs (https://www.origin-gi.com/web_articles/origin-eu/). Its mission is to ensure better protection and promotion of GIs. oriGIn EU represents individual European GIs groups as well as national GIs organisations.



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DAY 1 | June 25th, 2025

14:00 | Registration and welcome coffee

14:30 | Opening session

Christophe Hansen, Commissioner of Agriculture and Food

Presidency of the Council of the EU, Polish High-level Representative

Alessio Mammi, Minister for Agriculture, Agri-food, Hunting and Fishing, Relations with the EU of Emilia Romagna Region

Jean-Pierre Raynaud, Vice-President of the Regional Council of Nouvelle-Aquitaine in charge of agriculture, the food industry, forestry, the sea and the mountains

15:30 | Launch of GI SMART Community Platform

Armelle Mazé, Senior Researcher and Coordinator of GI SMART Project, France's National Research Institute for Agriculture, Food and Environment (INRAE)

15:50 | Coffee break

16:10 | Panel 1: Why choose the GI path?

Moderator: Karin Eymael, Editor-in-chief of Weinwirtschaft and Der Deutsche Weinbau

Martin Chlad - Svazu vinařů ČR, Czech Republic

Simon Crone - Vereniging Nederlandse Wijn Producenten (VNWP), Netherlands

Andru Sandu Capra - PGI Salam de Sibiu, Romania

PGI Miel Wallon, Belgium

Pauliina Kovanen - PGI Suonenjoen mansikka, Finland

17:30 | Panel 2: Challenges arising from the EU Regulations

Moderator: Bernard O'Connor, Lawyer, O'Connor & Company

Maximilian Hendgen - PDO Mosel, Germany

Carolina Martinez Origone - PDO Jumilla, Spain

PDO Fontina, Italy

Philippe Vincensini – PDO Charcuteries de Corse, France

19:00 | Cocktail

Inauguration of the cocktail by the European Parliament Wine, Quality food and Spirits intergroup.



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DAY 2 | June 26th, 2025

09:30 | Introduction

César Saldaña, Vice president of AREPO

09:45 | Panel 3: Economic challenges – building a competitive environment for GIs

Moderator: Céline Keidel, Deputy Head of Unit, European Commission, DG AGRI

Damien Gilles - PDO Côtes du Rhône, France

Giacomo Savorini - PDO Lambrusco, Italy

Alberto Ribeiro de Almeida - PDO Porto, Portugal

Maciej Majewski - PGI Jabłka grójeckie, Poland

PDO Comté, France (tbc)

11:00 | Coffee break

11:30 | Panel 4: Social challenges – GIs and the rural fabric

Moderator: Carmen Martinez, Secretary General of the PDO Valencia

Valérie Closset - Vin Jaune, France

Péter Molnar - PDO Tokaj, Hungary

Nikolaos Birlirakis - PDO Pefkothimaromelo Kritis, Greece

PGI Agnello di Sardegna, Italy

June O' Connell - PGI Irish Whiskey, Ireland

13:00 | Lunch

14:30 | Panel 5: Environmental challenges – promoting biodiversity and natural habitats

Moderator: Nicola Dall'Olio, Policy Officer for Agriculture, Emilia-Romagna Region

Maria de la Paz Gil - PDO Tacoronte-Acentejo, Spain

Andrea Rossi - PDO Vino Nobile di Montepulciano, Italy

Delphine Georgelet - PDO Mothais sur Feuille, France

Bernadette Gruber, PDO Ennstaler Steirerkas, Austria

16:00 | Concluding remarks by the presidents of AREPO, EFOW and oriGIn EU

Alessandro Beduschi, President of AREPO

Riccardo Ricci Curbastro, President of EFOW

Charles Deparis, President of oriGIn EU



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