

# 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](http://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](http://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/](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 25<sup>th</sup>, 2025

**14:00 | Registration and welcome coffee**

**14:30 | Opening session**

**Christophe Hansen**, Commissioner of Agriculture and Food

**Adam Nowak**, Undersecretary of State in the Ministry of Agriculture and Rural Development, Poland

**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: Juliane Schäfer**, Future Winery Owner, Weingut Klosterhof (Rheinhessen Wine)

**Martin Chlad** - Svazu vinařů ČR, Czech Republic

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

**Andru Sandu Capra** - PGI Salam de Sibiu, Romania

**Steve Podevyn** - 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

**Fulvio Blanchet** - PDO Fontina, Italy

**Philippe Vincensini** – PDO Charcuteries de Corse, France

**19:00 | Cocktail: Inauguration by the EP Wine, Quality food and Spirits intergroup**

**Eric Sargiacomo**, Co-chair

**Carlo Fidanza & Enikő Győri**, Vice-Chairs



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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

**Alain Mathieu** - PDO Comté, France

### 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

**Battista Cualbu** - 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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