



The Association of European Regions for Products of Origin
is glad to invite you to the 6th edition of its

European event on quality and origin products

On Thursday, **April 23, 2026**

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

2.00 PM - 6.30 PM | **EU high level conference:**

"From research to action: guiding future EU Policies to enhance territorial impacts of Geographical Indications"

7.00 PM - 10.30 PM | **GI sampling**

In collaboration with



GISMART

The event is organised in collaboration with the GI SMART project, funded under the Horizon Europe programme, which aims to provide evidence-based recommendations to strengthen the contribution of GIs to sustainable territorial development and the objectives of the EU Farm to Fork strategy. This event constitutes the third meeting of the GI SMART EU MAP.

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 EU quality schemes. It represents 36 Regions from 6 countries and 850 producer associations for over 60% of EU Geographical Indications.

Programme

2.00 - 2.30 PM | **REGISTRATION AND WELCOME COFFEE**

2.30 - 2.40 PM | **WELCOME ADDRESS**

Mr. Alessandro BEDUSCHI, President of AREPO and Regional Minister for Agriculture, Food Sovereignty and Forestry of Lombardia

2.40 - 4.10 PM | **1ST ROUND TABLE: "From sustainability practices to consumer perceptions"**

2.40 - 3.05 PM | **OPENING PRESENTATIONS**

Scientific perspective from GI SMART project, **Dr. Matthew GORTON**, Professor of Marketing, Newcastle University

Presentation of the GI toolkit, **Ms. Chiara MIGNONE**, Content Strategist, Unit F.1 External communication and promotion policy, DG AGRI, European Commission ^(tbc)

3.05 - 4.10 PM | **ROUND TABLE**

Moderator: Ms. JulianeSCHAFER, Key Account Manager, Givaudan & 6th-generation winegrower, Weingut Klosterhof

Mr. Luigi TOZZI, Deputy Director of SAFE [GI SMART partner]

Ms. Cristina RUEDA CATRY, Head of Unit F.1 External communication and promotion policy, DG AGRI, European Commission

Regional minister from AREPO member regions

GI producer group from AREPO member regions

Ms. Julia DE CASTRO, Project Manager, CNAOL

Question & answers

4.10 - 4.40 PM | **COFFEE BREAK**

4.40 - 6.00 PM | **2ND ROUND TABLE: "Public policies supporting territorial development through Geographical Indications: lessons learnt and future strategies"**

4.40 - 4.55 PM | **OPENING PRESENTATION**

Scientific perspective from GI SMART project, **Dr. Armelle MAZÉ**, Senior Researcher in Economics, INRAE

4.55 - 6.00 PM | **ROUND TABLE**

Moderator: Ms. JulianeSCHAFER, Key Account Manager, Givaudan & 6th-generation winegrower, Weingut Klosterhof

Ms. Carmen CRESPO DÍAZ, MEP and rapporteur on the future of agriculture and the post-2027 CAP, European Parliament ^(tbc)

Mr. João ONOFRE, Head of Unit F.3 on Geographical Indications, DG AGRI, European Commission

Ms. Temanuata GIRARD, Treasurer of AREPO and Vice-President for Agriculture and Food of Centre-Val de Loire

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