



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

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

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

3.05 - 4.10 PM | **ROUND TABLE**

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

Ms. Katerina ZOGRAFOU, Vice Governor of the Regional Unit of Halkidiki, Region of Central Macedonia^(tbc)

Mr. Klaus HOFFMANN, Producer groups "Bayerisches Bier" PGI, "Münchener Bier" PGI and "Oktoberfestbier" PGI

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**

Mr. Joachim STREIT, Vice-Chair of the Intergroup on Wine, Quality Foodstuffs and Spirits, MEP, European Parliament^(tbc)

M. 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

Mr. Alessio MAMMI, Regional minister for Agriculture and Agri-Food and Relations with the EU of Emilia-Romagna

M. Charles DEPARIS, President of oriGIn EU and raw milk producer for "Pont-l'Évêque" PDO and "Camembert de Normandie" PDO

Question & answers

AREPO

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Contacts

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Social networks

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6.00 - 6.30 PM | **CONCLUSIONS & INAUGURATION OF THE GI SAMPLING**

Mr. César SALDAÑA, Vice president of AREPO for the College of Producers' Representatives and President of CADO

Ms. Esther HERRANZ GARCÍA, Co-Chair of the Intergroup on Wine, Quality Foodstuffs and Spirits, MEP, European Parliament^(tbc)

Mr. Carlo FIDANZA, Vice-Chair of the Intergroup on Wine, Quality Foodstuffs and Spirits, MEP, European Parliament [video message]

Mr. Raffaele FITTO, Executive Vicepresident for Cohesion and Reforms, European Commission [video message]^(tbc)

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

7.00 - 10.30 PM | **GI SAMPLING**

List of stands | Participating AREPO member regions

France	Italy	Greece
Auvergne-Rhône-Alpes	Emilia-Romagna	Épiros
Bourgogne-Franche-Comté	Liguria	Kentrikí Makedonía
Bretagne	Lombardia	Kríti
Centre-Val de Loire	Piemonte	Thessalía
Corse	Puglia	
Nouvelle-Aquitaine	Toscana	
Occitanie	Valle d'Aosta	
	Veneto	

Spain	Germany
Andalucía	Baden-Württemberg
Castilla y León	Bayern
Catalunya	

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