



**GISMART**

Hosted by



**European Committee  
of the Regions**

# AGENDA

## From Recognition to Value: Strengthening GI Producers Groups Across the EU

*4<sup>th</sup> meeting of the GI SMART EU MAP*

*A Workshop for Policy Makers, Producers, and Experts*

**25 June 2026, Brussels**

Committee of the Regions, Room JD 51

Rue Belliard 99/101 - 1040 Brussels

*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.*



EFOW

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## Event Description

Geographical Indications play a central role in the competitiveness, sustainability, and identity of European agri-food production. At a time of evolving EU policy and a renewed legal framework for GIs, this one-day European workshop will provide a dedicated space to reflect on how GI producer groups can be better recognised, structured, and supported to unlock their full potential.

The morning sessions will focus on the policy and governance framework shaping the future of GIs. The event will open with the **presentation of the Committee of the Regions study “How Local and Regional Authorities Support the Recognition and Development of Geographical Indications in their Territory”**, with a particular focus on agricultural GIs. This will be followed by an **exchange with Members of the European Parliament within the framework of the Intergroup on Wine, Spirits and Quality Food Products**.

Following the entry into force of the 2024 EU GI Regulation, which introduces a distinction between producer groups and recognised producer groups, the workshop will also provide a **platform to compare national systems for the recognition of GI producer groups**, through a sharing of experiences with national administrations across EU Member States.

The afternoon will be dedicated to producers and practical experience. Through interactive roundtables, GI producer groups from the wine and food sectors will share concrete approaches **to regulating production potential, creating value, and preserving the value generated by GIs**, highlighting the evolving roles, tasks, and responsibilities of producer groups in different national and sectoral contexts.



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## 08:15 – 08:45 | Registration

## 09:00 – 09:05 | Welcome Address

**Karine Gloanec Maurin**, Member and Rapporteur, European Committee of the Regions (CoR)

## 09:05 – 09:30 | CoR Study Presentation

“How Local and Regional Authorities Support the Recognition and Development of Geographical Indications in their Territory”

## 09:30 – 10:30 | European Parliament Wine, Quality Food and Spirits Intergroup meeting

## 10:30 – 13:00 | Recognition of GI Producer Groups Across EU Member States

**Moderator: Oliver Beucherie**, Oliver BEUCHERIE Conseil

Ministry of Agriculture, Agri-Food and Food Sovereignty of France

**Christian Busse**, Federal Ministry of Food and Agriculture of Germany

**Alexandra Petropoulou**, Ministry of Rural Development and Food of Greece

Ministry of Agriculture, Food Sovereignty and Forestry of Italy

Ministry of Agriculture and Rural Development of Portugal

**Mónica de Santos Carretero**, Ministry of Agriculture, Fisheries and Food of Spain

## 13:00 – 14:30 | Lunch Break

## 14:30 – 17:30 | Roundtables: How GI Producer Groups Can Improve Competitiveness

### Regulating the Production Potential

**Moderator:** *TBC*

**Riccardo Deserti**, PDO Parmigiano Reggiano

**Miguel Sanz Cabrejas**, PDO Ribera del Duero

### Creating Value

**Moderator: Teresa Pais Coelho**, oriGIn Portugal/Qualifica

*TBC*, PDO Franciacorta

**Cécile Podeur**, PDO Pélardon

### Preserving the Value Created

**Moderator: Fabien Santini**, Head of Unit E.1 on Governance of the agri-food markets, DG AGRI, European Commission

**Stephane Gabard**, PDO Bordeaux

**Klaus Hoffmann**, PGI Bayerisches Bier

Interpretation available in: **DE | EL | EN | ES | FR | IT**



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## 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, its' mission is to protect and promote the GI concept in all policy areas.

**INRAE**, L'Institut national de recherche pour l'agriculture, l'alimentation et l'environnement ([www.inrae.fr](http://www.inrae.fr)), is France's public research institute dedicated to agriculture, food, and environmental sciences. It is the scientific coordinator of the EU project GI SMART on the contribution of Geographical Indications to sustainability and smart territorial development.

**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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