



Geographical Indications and Regional Public Quality Schemes: Reflections on the Conditions for Coexistence

20–21 May 2026, Bilbao (Spain)

WEDNESDAY 20 MAY 2026 | Technical visits

- ▶ 12:00 – Departure by organized bus from Palacio Euskalduna – [Abandoibarra Etorb., 4, Abando, 48011 Bilbao, Bizkaia, España](#)
- ▶ 13:30 – Lunch at Lizeaga Sagardotegia cider house (traditional cider house formerly under Eusko Label, now integrated into the PDO Euskal Sagardoa)
- ▶ 14:30 – Visit to the cider house
- ▶ 16:15 – Visit to Baserria Km0 – Zestoa (Livestock cooperative: PGI beef and Eusko Label lamb)
- ▶ 19:00 – Return to Bilbao
- ▶ 20:30 – Official dinner at *Restaurante Martxo*, Rodríguez Arias 71, 48013 Bilbao, Bizkaia, <https://maps.app.goo.gl/fQjcAnNwQGvbTwBw6>

THURSDAY 21 MAY 2026 | Technical meeting



Palacio Euskalduna - [Abandoibarra Etorb., 4, Abando, 48011 Bilbao, Bizkaia, España](#)

Interpretation will be provided in **EN, ES, FR, IT**.

- ▶ 09:00 - Opening session
 - Welcome by **Amaia BARREDO**, Regional Minister for Food, Rural Development, Agriculture and Fisheries of the Basque Government
 - Welcome by **Temanuata GIRARD**, Treasurer of AREPO and Vice-President of the Centre-Val de Loire Region in charge of Agriculture and Food
- ▶ 09:30 - Regional public quality schemes in AREPO regions – presentation of the Master Food Identity study coordinated by AREPO
- ▶ 10:15 - Presentation of case studies from AREPO regions:
 - Bavaria – **Helmut FRANK**, Head of Division for Market and Quality Policy, Plant-based Markets, Bavarian State Ministry for Food, Agriculture, Forestry and Tourism
 - Veneto – **Giovanni MANCINELLI**, Agri-food Directorate, Quality Schemes for Agri-food Products, Veneto Region
- ▶ 11:00 - Coffee break



- ▶ 11:30 - Specific situations where regional public quality schemes do not distort the market: application of the “de minimis” concept to the analysed cases, **Raúl PÉREZ IRATXETA**, Vice-minister for Food and Rural Development of the Basque Government
- ▶ 12:00 - Open discussion: “How to avoid competition between regional public quality schemes and PDO/PGI?”
- ▶ 13:15 - Conclusions and next steps
- ▶ 13:45 - Closing session
 - **César SALDAÑA**, Vicepresident of AREPO and President of the Conferencia Andaluza de DOP e IGP (CADO)
 - **Josu GARAIALDE**, HAZI- Director for Sectoral Promotion
- ▶ 14:00 Light lunch