



Brand Dialogue[®]

Brand Dialogue Forum 2020

The Future of GI Brands



Venue: The Royal Automobile Club, London SW1Y 5HS

Date: Wednesday, 1st April

Time: 09:00 to 14:15

The Brand Dialogue Forum 2020 will feature a series of speaker sessions and interactive panel discussions throughout the morning with lunch and coffee breaks for networking.

The **Brand Dialogue Forum** will be hosted this year at the Royal Automobile Club in London on **Wednesday, 1st April**, to discuss the future of Geographical Indication (GI) brands in a post-Brexit world.

In association with OriGIn, a network promoting GI brands globally, and the Food and Drink Federation, the Forum titled 'The Future of GI Brands' will discuss issues such as how to defend against counterfeiting, how brands can promote their provenance and branding in an ever-changing and competitive market, and how they can develop their food waste, sustainability and packaging strategies.

Join our experts and guest speakers from leading producers and trade bodies as they share strategies for GI brands moving forward in the post-Brexit future.

Please, [visit our website for the full agenda](#).

If you would like to attend please, [register your interest here](#) or email enquiries@brand-dialogue.co.uk for more information.

Agenda:

- 09:00 - 10:00 Breakfast and Registration in The Committee Room
- 10:00 - 10:05 Welcome and Opening Remarks**
- 10:05 - 11:30 Session 1: The Future of GI Brands Post-Brexit**
- 11:30 - 12:00 Coffee and Networking
- 12:00 - 13:15 Session 2: Promoting GI Brands in a Sustainable World**
- 13:15 - 14:15 Lunch and Networking

I look forward to seeing you at the Forum.



Cherry Haigh
Chairman, Brand Dialogue Ltd.

PARTNERS

ori**GIn**

Organization for an International
Geographical Indications Network

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