

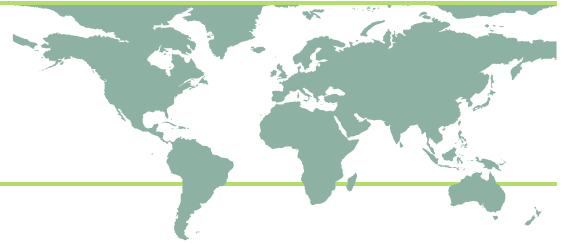
Informal meeting:

The new EU agricultural products' promotion policy, Fresh opportunities for GIs and the role of oriGIn

July 15, 13h30, Rue des Trèves 55-57, 1040, Brussels

PROGRAM

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| 13.30 – 15.00 | Lunch |
| 15.00 – 15.15 | Introduction , Mr. Massimo Vittori, oriGIn Managing Director |
| 15.15 – 16:30 | Best practices in the implementation of EU promotional programs under Regulation 3/2008 - Followed by a Q&A session <ul style="list-style-type: none">- <i>Discover the Origin (Bourgogne, Douro, Porto, Parmigiano Reggiano & Prosciutto di Parma)</i>, Mr. Riccardo Deserti, Director, Consorzio del Parmigiano Reggiano- <i>An example of PDO/PGI promotion program in the fruits and vegetables sector (by several groups from France, Spain and Portugal)</i>, Mr. Pascal Martin, Representative, Bureau national interprofessionnel du Pruneau- <i>Carnes únicas de Tierras únicas (Carne de Ávila, Carne de la Sierra de Guadarrama, Carne de Vacuno del País Vasco – Euskal Okela, Ternera Asturiana, Ternera de Extremadura, Ternera Gallega, Ternera de Navarra, Cordero de Extremadura, Cordero Manchego, Cordero de Navarra, Lechazo de Castilla y León & IGP Ternasco de Aragón)</i>, Ms. Rebeca Vázquez Poza, Representative, Origen España- <i>PDO, the best proof of authenticity: CNAOL's 2014-2016 promotional campaign (in association with 15 producers' groups)</i>, Mr. Paul Zindy, Communication Manager, Conseil national des appellations d'origine laitières (CNAOL) |



16.30 – 17.00

An introduction to Regulation Regulation 1144/2014/EU on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries - Followed by a Q&A session, Ms. Marie Maurey, Team Leader, Promotion Unit, DG Agriculture and Rural Development

17.00 – 18:00

Becoming a match-making platform for EU GI groups interested in implementing joined promotional programs aimed at third countries – a strategy for oriGIn - Discussion (introduced and moderated by oriGIn)