

Towards a 2020 Geographical Indications (GIs) International Agenda

18 October 2017

Casa dei Carraresi

Via Palestro, 33/35 - 31100 Treviso, Italy



WITH THE SUPPORT OF

mipaaf

Ministero delle
politiche agricole
alimentari e forestali



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VALORITALIA

Program

08.00 – 09.00	REGISTRATION	
09.00 – 09.40	WELCOME	<p>Mr. Luigi Polizzi, Head, PQAI IV Certified Quality and Protection of Agricultural, Food and Viticultural GI products, Italian Ministry of Agricultural, Food and Forestry Policies (MIPAAF)</p> <p>Mr. Cristiano Shaurli, Councillor for agricultural and forest resources, Friuli Venezia Giulia region</p> <p>Mr. Luca Zaia, Governor, Veneto region</p> <p>Mr. Herbert Dorfmann, Member of the Committee on Agriculture and Rural Development and Chair of the intergroup “wine, spirits and quality foodstuffs”, European Parliament</p> <p>Mr. Alexandre Meybeck, Senior Adviser on Agriculture, Environment and Climate Change to the Assistant Director General, Food and Agriculture Organization of the United Nations (FAO)</p> <p>Mr. Stefano Zanette, President, Consorzio di Tutela della Denominazione di Origine Controllata Prosecco</p>

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<p>09.40 – 10.00</p>	<p>KEY-NOTE SPEECH</p>	<p>Mr. Matteo Taglienti, Head, Directorate of Planning and Commercial Development, U.O. Anti-Counterfeit and Traceability Solutions, Istituto Poligrafico e Zecca dello Stato S.p.A</p> <p>Mr. Giuseppe Liberatore, Director general, VALORITALIA</p>
<p>10.00 – 10.30</p>	<p>COFFEE BREAK</p>	
<p>10.30 – 11.15</p>	<p>PANEL I: LEGAL CERTAINTY & COMMERCIAL OPPORTUNITIES IN THE INTERNET DOMAIN NAMES ENVIRONMENT</p>	<p>Moderator: Mr. Massimo Vittori, Managing Director, oriGIn</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Mr. Leo Bertozzi, Director, Italian Association of GIs Consortia (AICIG) - Mr. Alan Woods, Compliance Manager, Donuts Inc - Ms. Lori Schulman, Senior Director, Internet Policy, International Trademark Association (INTA) - Mr. Pierfrancesco C. Fasano, Managing Partner, Fasano Avvocati

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11.15 – 11.30	DISCUSSION	
11.30 – 12.15	<p>PANEL II: GIs IN THE TIME OF SUSTAINABILITY</p>	<p>Moderator: Mr. Luis Fernando Samper, Director, 4.0 Brands</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Mr. Alexandre Meybeck, Senior Adviser on Agriculture, Environment and Climate Change to the Assistant Director General, Food and Agriculture Organization of the United Nations (FAO) - Mr. Riccardo Ricci Curbastro, President, Equalitas - Ms. Zoyla Maria Moreno Santos, Asociación de la Denominación de Origen Protegida Café Marcala (ADOPCAM)
12.15 – 12.30	DISCUSSION	
12.30 – 14.30	LUNCH	

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14.30 – 15.45

**PANEL III:
FURTHER
IMPROVING GIs
SYSTEMS IN THE EU**

Moderator: **Mr. Massimo Vittori**, Managing Director, **oriGIn**

Speakers:

- **Mr. Alan Park**, Director, Legal Affairs, Scotch Whisky Association (**SWA**)
- **Mr. Claude Vermot-Desroches**, President, Comité Interprofessionnel de Gestion du Comté (**CICG**)
- **Ms. Letizia Cesani**, President, **Consorzio della Denominazione San Gimignano**
- **Mr. Manuel Rodriguez Normand**, President, Association La Piel de Ubrique (**BYPIEL**)

Respondents:

- **Mr. Paolo De Castro**, Vice-Chair, Committee on Agriculture and Rural Development, **European Parliament**
- **Mr. Francis Fay**, Head of Unit B.3. – Geographical Indications, DG Agriculture and Rural Development, **EU Commission**
- **Mr. Óscar Mondéjar**, Head of Legal Practice Service, International Cooperation and Legal Affairs Department, EU Intellectual Property Office (**EUIPO**)

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<p>15.45 - 16.15</p>	<p>COFFEE BREAK</p>	
<p>16.15 - 17.15</p>	<p>PARALLEL SESSIONS: Practical discussions on key GIs topics in small groups (around 40 people per session), to facilitate the exchange of information and best practices among participants</p>	<p>Session I: Strengthening GIs associations</p> <p><i>Facilitators:</i></p> <ul style="list-style-type: none"> - Ms. Fatima Amehri, President, Association Marocaine de l'Indication Géographique de l'Huile d'Argane (AMIGHA) - Mr. Riccardo Deserti, Director, Consorzio di tutela del formaggio Parmigiano-Reggiano <p>Session II: Protection of GIs in domain names and e-commerce, existing tools and future perspectives</p> <p><i>Facilitators:</i></p> <ul style="list-style-type: none"> - Mr. Stefano Vaccari, Head, Department of Central Inspectorate for fraud repression and quality safeguarding of agrifood products (ICQRF) - Mr. Alessandro Sciarra, Attorney, Bird & Bird <p>Session III: Promotional funds for GIs: opportunities and challenges</p> <p><i>Facilitators:</i></p> <ul style="list-style-type: none"> - Mr. Federico Moncunill Gallo, Executive Committee, Origen España

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		<ul style="list-style-type: none"> - Mr. Sébastien Breton, General Delegate, Conseil national des appellations d'origine laitières (CNAOL) - Ms. Elisabetta Serraiotto, Chief, Marketing & Communication, Consorzio per la Tutela del Formaggio Grana Padano <p>Session IV: Best-practices exchange on GIs sustainability strategies</p> <p><i>Facilitators:</i></p> <ul style="list-style-type: none"> - Ms. Emilie Vandecandelaere, Investment Center / Nutrition and Food system Division, FAO - Mr. Luis Fernando Samper, Director, 4.0 Brands
<p>17.15 – 17.45</p>	<p>REPORTS PARALLEL SESSIONS (PLENARY)</p>	<p>Presentations given by the facilitators of the 4 parallel sessions</p>
<p>17.45 – 18.00</p>	<p>CONCLUDING REMARKS</p>	<p>Mr. Massimo Vittori, Managing Director, oriGIn</p>

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