

# 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



## Program

08.00 – 09.00	REGISTRATION	
09.00 – 09.40	WELCOME	<p><b>Mr. Luca Bianchi</b>, Head of Department of competitive policies, food quality, horse racing and fishing, Italian Ministry of agricultural food and forestry policies (<b>MIPAAF</b>)</p> <p><b>Mr. Cristiano Shaurli</b>, Councillor for agricultural and forest resources, <b>Friuli Venezia Giulia region</b></p> <p><b>Mr. Luca Zaia</b>, Governor, <b>Veneto region</b></p> <p><b>Mr. Alexandre Meybeck</b>, Senior Adviser on Agriculture, Environment and Climate Change to the Assistant Director General, Food and Agriculture Organization of the United Nations (<b>FAO</b>)</p> <p><b>Mr. Stefano Zanette</b>, President, Consorzio di Tutela della Denominazione di Origine Controllata Prosecco</p>

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

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11.15 – 11.30	DISCUSSION	
11.30 – 12.15	<p><b>PANEL II: GIs IN THE TIME OF SUSTAINABILITY</b></p>	<p><b>Moderator: Mr. Luis Fernando Samper, Director, 4.0 Brands</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- <b>Mr. Alexandre Meybeck</b>, Senior Adviser on Agriculture, Environment and Climate Change to the Assistant Director General, Food and Agriculture Organization of the United Nations <b>(FAO)</b></li> <li>- <b>Mr. Riccardo Ricci Curbastro</b>, President, <b>Equalitas</b></li> <li>- <b>Ms. Zoyla Maria Moreno Santos</b>, Asociación de la Denominación de Origen Protegida Café Marcala <b>(ADOPCAM)</b></li> </ul>
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><b>PARALLEL SESSIONS:</b> 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><b>Session I: Strengthening GIs associations</b></p> <p><i>Facilitators:</i></p> <ul style="list-style-type: none"> <li>- <b>Ms. Fatima Amehri</b>, President, Association Marocaine de l'Indication Géographique de l'Huile d'Argane (<b>AMIGHA</b>)</li> <li>- <b>Mr. Riccardo Deserti</b>, Director, Consorzio di tutela del formaggio <b>Parmigiano-Reggiano</b></li> </ul> <p><b>Session II: Protection of GIs in domain names and e-commerce, existing tools and future perspectives</b></p> <p><i>Facilitators:</i></p> <ul style="list-style-type: none"> <li>- <b>Mr. Stefano Vaccari</b>, Head, Department of Central Inspectorate for fraud repression and quality safeguarding of agrifood products (<b>ICQRF</b>)</li> <li>- <b>Mr. Alessandro Sciarra</b>, Attorney, <b>Bird &amp; Bird</b></li> </ul> <p><b>Session III: Promotional funds for GIs: opportunities and challenges</b></p> <p><i>Facilitators:</i></p> <ul style="list-style-type: none"> <li>- <b>Mr. Federico Moncunill Gallo</b>, Executive Committee, <b>Origen España</b></li> </ul>

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		<ul style="list-style-type: none"> <li>- <b>Mr. Sébastien Breton</b>, General Delegate, Conseil national des appellations d'origine laitières (<b>CNAOL</b>)</li> <li>- <b>Ms. Elisabetta Serraiotto</b>, Chief, Marketing &amp; Communication, <b>Consorzio per la Tutela del Formaggio Grana Padano</b></li> </ul> <p><b>Session IV: Best-practices exchange on GIs sustainability strategies</b></p> <p><i>Facilitators:</i></p> <ul style="list-style-type: none"> <li>- <b>Ms. Emilie Vandecandelaere</b>, Investment Center / Nutrition and Food system Division, <b>FAO</b></li> <li>- <b>Mr. Luis Fernando Samper</b>, Director, <b>4.0 Brands</b></li> </ul>
<p>17.15 - 17.45</p>	<p><b>REPORTS PARALLEL SESSIONS (PLENARY)</b></p>	<p>Presentations given by the facilitators of the 4 parallel sessions</p>
<p>17.45 - 18.00</p>	<p><b>CONCLUDING REMARKS</b></p>	<p><b>Mr. Luigi Polizzi</b>, Head, PQAI IV Certified Quality and Protection of Agricultural, Food and Viticultural GI products, <b>Italian Ministry of Agricultural, Food and Forestry Policies (MIPAAF)</b></p>

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