

SEMINAR

GEOGRAPHICAL INDICATIONS & THE EU-AUSTRALIA FTA

What can South Australia learn from the EU?

1.30pm, 12 September,

Golding Wines

52 Western Branch Rd, Lobethal SA 5241



INSTITUTE FOR
INTERNATIONAL TRADE



THE UNIVERSITY
of ADELAIDE



EUROPEAN UNION
Delegation to Australia

SEMINAR PROGRAMME

The European Union is currently negotiating a Free-Trade-Agreement with Australia. Geographical Indications, a form of intellectual property protecting the names of specific products, is a key element of these negotiations. The European Union is asking Australia to extend the protection of these names from wines to spirits and foodstuffs. What will be the implications for Australian producers? Could this be an opportunity for South Australian producers to create such a system to protect their products' hard earned excellent reputation, similar to what the wine industry has done? What would be the benefits?

This seminar will address these questions and many more. Come and hear from Australian and International experts, academics, producers and policy makers.

14.00	Introductions and Welcome <i>Richard Pomfret, Jean Monnet Chair on the Economics of European Integration, University of Adelaide</i>
14.05	Geographical Indications systems: success stories in the EU and beyond <i>Massimo Vittori, Managing Director, oriGIn</i>
14.15	The role of GIs in the EU-Australia Free Trade Agreement Negotiations <i>Cornelis Keijzer, Minister Counsellor, Delegation of the European Union.</i>
14.25	The Importance of Place: Geographical Indications as a tool for local and regional development for South Australia – a legal perspective. <i>Dr Paula Zito; Associate Teacher in Law, University of Adelaide; Food Geographical Indications Consultant.</i>
14.35	The importance of provenance and the potential to develop South Australian Food Geographical Indications. <i>Anne Moroney, CEO, Barossa Valley Regional Development Association</i>
14.45	Case Study <i>Steve Jimmy, Jimmy's Barossa Valley Produce</i>
14.55	Case-Study <i>Grame Linke, Linke's Butchers</i>
15.05	Geographical Indications in Italy: the case of Prosecco <i>Luca Giavi, Director, Consorzio di tutela della DOC Prosecco.</i>
15.15	Panel Discussion and questions from the audience. <i>Luca Giavi , Cornelis Keijzer, Anne Moroney , Massimo Vittori , Dr Paula Zito</i>
15.55	Conclusion and wrap-up
16.00	Reception and Products Tasting.

PRACTICAL INFORMATIONS

REGISTRATION:

Eventbrite

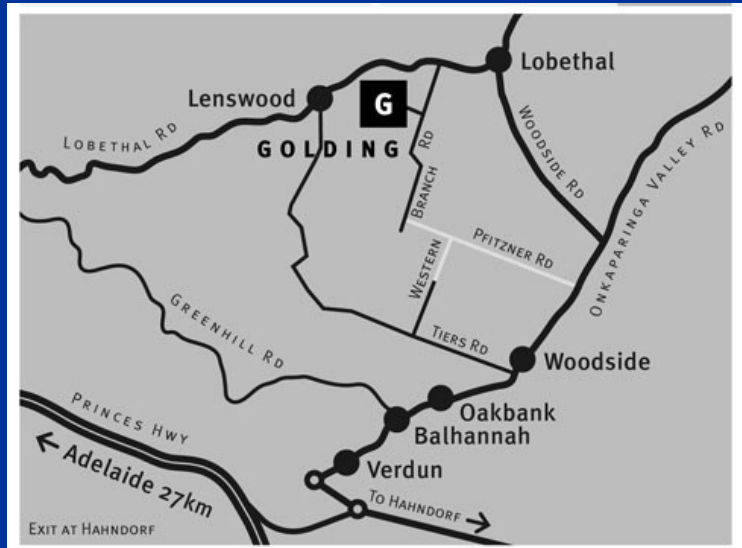
TIMING:

12 September, 2pm-4pm.

Seminar will be followed by a reception and product tasting.

VENUE:

Golding Wines, 52 Western Branch Rd, Lobethal SA 5241



SPEAKERS BIOGRAPHIES

LUCA GIAVI, Executive Director, Consorzio di Tutela della Denominazione di Origine Controllata Prosecco



Born in 1972, with a juridical economical background, Luca Giavi started collaborating with San Marco publishing group; in the mid-1990s he founded Media Team, company specialised in projects' implementation for the quality's promotion and valorisation of agriculture and food products. At the beginning of 2000 he started working as freelance, becoming manager of the Consorzio di tutela del radicchio rosso di Treviso e variegato di Castelfranco for over 10 years. In 2009, as Consortium manager, he has been elected board member of A.I.C.I.G., the Italian association of the geographical indications' consortia.

In 2011 he became executive director of the Consorzio di Tutela della Denominazione di Origine Controllata Prosecco

Cornelis Keijzer, Minister Counsellor and Head of Trade Section, Delegation of the European Union to Australia



Cornelis Keijzer is Head of the Trade section in the Delegation of the European Union since August 2018. He has extensive experience in multilateral and bilateral trade negotiations, dating back to the WTO/Uruguay Round, and has successfully led negotiations on the review of WTO-agreements on Information Technology (ITA-2) and Pharmaceuticals. Most recently, he was lead negotiator on trade in goods in the EU-Japan agreement. He also worked on other bilateral trade agreements including with West-Africa, Tunisia and Mexico. He was posted in Tokyo and in the EU WTO-mission in Geneva previously. Before working for the European Commission he worked for the Dutch Central Bank and the Ministry of Economics of the Netherlands.

Mr Keijzer holds degrees in political science and economics from the Universities of Amsterdam and Rotterdam and from France's Ecole Nationale d'Administration (ENA).

SPEAKERS BIOGRAPHIES

Graham Linke, Owner, Linke's Central Meat Store, Nuriootpa, Barossa Valley

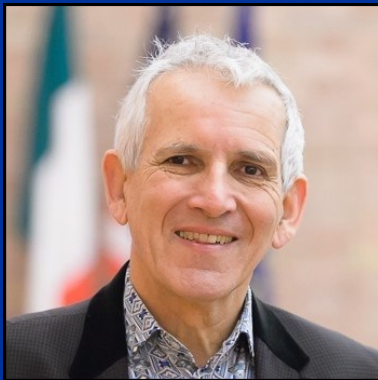
Graham Linke's ancestors left Silesia in Northern Europe and landed in South Australia in 1838 to build a new life. Each generation worked hard to succeed and in 1928, George & Edgar Linke established Linke's Central Meat Store. It has remained in the family ever since. In 1938, Edgar & Alma Linke were the proprietors and in 1978, Graham and his wife Lola took over. They have been serving the Barossa community in the same location ever since. Graham uses family recipes to cure and smoke traditional Barossa smallgoods in a wood fired smokehouse behind the store. Linke's ham, bacon, mettwurst, la-chsschinken and other wursts are their highly sought-after speciality, made from traditional family recipes dating back to the 19th century.

Anne Moroney, CEO of Regional Development for the areas of Barossa, Light, Gawler and Adelaide Plains

With a background in commercial law and relevant qualifications in Law, International Business Law, Economic Development, Corporate Governance and Mediation, Anne works with the Board and stakeholders in community and government to develop and implement regional economic objectives. Anne has particular interest in industry value chains, industry clusters, place based growth agenda and regions, including intellectual property in regional names.



Richard Pomfret, Jean Monnet Chair on the Economics of European Integration, University of Adelaide



Richard Pomfret has been Professor of Economics at the University of Adelaide since 1992 and Jean Monnet Chair on the Economics of European Integration since 2017. Before moving to Adelaide, he was Professor of Economics from 1979 to 1991 at the Johns Hopkins University in Washington, Bologna and Nanjing. He has acted as adviser to the Australian government and consultant to international organizations such as the World Bank, Asian Development Bank, the OECD and United Nations. His research interests centre on economic development and international economics. His recent books include *The Age of Equality: The twentieth century in economic perspective* (Harvard UP, 2011), *Trade Facilitation: Defining, measuring, explaining and reducing the cost of international trade* (Edward Elgar, 2012 - co-authored with Patricia Sourdin) and *The Central Asian Economies in the Twenty-first Century: Paving a new silk road* (Princeton UP, 2019). He is currently working on *The Economics of European Integration* (to be published by Harvard UP).

Massimi Vittori, Managing Director, oriGIn

Massimo Vittori is the Managing Director of oriGIn, in charge of the Organization's strategic planning and overall management. Massimo previously worked as legal advisor at the International Trade Center (ITC) – a technical assistance agency of the World Trade Organization and the United Nations – where he was in charge of several projects in the field of intellectual property, trade law harmonization, model contracts for SMEs and alternative business dispute resolution mechanisms. Massimo also worked at the United Nations Conference for Trade and Development (UNCTAD) on the improvement of developing countries' investment climate through regulatory reforms. Following his Bachelor Degree in International Relations, Massimo obtained a Master's Degree in International Law at the Graduate Institute of International and Development Studies of Geneva and an LL.M. in Intellectual Property at the University of Turin. Massimo regularly delivers seminars on GIs, trademarks and trade related issues in several European Universities.



SPEAKERS BIOGRAPHIES

Dr Paula Zito, Food Geographical Indications Consultant; Associate Teacher in Law, Adelaide Law School, The University of Adelaide



Paula was conferred her Doctorate of Philosophy in Law in May 2018 from the University of Adelaide for her research on *Geographical Indications: What is Their Worth? A Comparison of Geographical Indication Registrations Between Australia and Italy*. Paula is a food Geographical Indications Consultant advising in her research area and a legal practitioner in the areas of Intellectual Property and Commercial Law. In addition, Paula is an Associate Teacher in Law at the Adelaide Law School, The University of Adelaide teaching in various subject areas including Intellectual Property. Paula is the author of a series of articles that have recently been published in volumes 29/2 and 29/3 of *Australian Intellectual Property Journal*, drawing on her PhD research and chapters from her thesis entitled 'Australian Laws and Regulations on Regional branding on Food and Wine Labels'.

Steve Zimmerman, Owner, 'Jimmy's Barossa Valley Produce': Tanunda, Barossa Valley

Steve Zimmerman uses recipes handed down from his grandparents to create the Jimmy's Barossa Valley Produce suite of condiments. He established the business in 1985 to share his family's traditional flavours with the local community. Now the distinctive label that pays homage to his grandparents can be seen throughout the region and well beyond. Naturally made, with no additives or preservatives, Jimmy's condiments stand the test of time. He is the only local producer of naturally cured dill cucumbers and the entire range of products is based on fresh garden produce. Fiercely proud of his Barossa heritage, Steve gets involved in many local initiatives. You'll find him at the annual Tanunda Show, held in March, where he is the convenor of both the S.A. Dill Cucumber Championship and the S.A. Pickled Onion Championship.

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