

# 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

As you know, the European Union is currently negotiating a Trade-Agreement with Australia. Geographical Indications, a form of intellectual property protecting and identifying products whose quality, reputation or other characteristic are linked to its geographical origin, are a key element of these negotiations. The EU 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	<b>Introductions and Welcome</b> <i>Richard Pomfret, Jean Monnet Chair on the Economics of European Integration, University of Adelaide</i>
14.05	<b>Geographical Indications systems: success stories in the EU and beyond</b> <i>Massimo Vittori, Managing Director, oriGIn</i>
14.15	<b>The role of GIs in the EU-Australia Free Trade Agreement negotiations</b> <i>Cornelis Keijzer, Minister Counsellor, Delegation of the European Union.</i>
14.30	<b>The Importance of Place: Geographical Indications as a tool for local and regional development for South Australia – a legal perspective</b> <i>Dr Paula Zito; Associate Teacher in Law, University of Adelaide; Food GIs Consultant.</i>
14.45	<b>Geographical indications and international trade: old traditions, new opportunities</b> <i>Dr Lucian Cernat, Chief Economist, European Commission</i>
14.55	<b>The importance of provenance and the potential to develop South Australian Food GIs</b> <i>Anne Moroney, CEO, Barossa Valley Regional Development Association</i>
15.05	<b>Case-Study</b> <i>Jan Angas, Hutton Vale Lamb</i>
15.15	<b>Geographical Indications in Italy: the case of Prosecco</b> <i>Luca Giavi, Director, Consorzio di tutela della DOC Prosecco.</i>
15.25	<b>Panel Discussion and questions from the audience</b> <i>Lucian Cernat, Luca Giavi, Cornelis Keijzer, Anne Moroney, Massimo Vittori, Dr Paula Zito</i>
15.58	<b>Conclusion and wrap-up</b>
16.00	<b>Reception and products tasting</b>

# SPEAKERS BIOGRAPHIES

## **JAN ANGAS, Hutton Vale Farm**



Hutton Vale Farm has been part of a family business for over 176 years. Jan joined the family farm with a brave heart for making a difference and was instrumental in setting up a value adding business across their primary production. Special interest days on the farm have showcased heritage Barossa traditions including the smokehouse, sausage making, butchery skills, cooking preserves, bottling and drying. These events have all featured in books, magazines, DVD's, television and films., including the Barossa Be Consumed commercial.

The rich food culture of the Barossa inspired Jan to support the creation of the first regional food group in South Australia. The Barossa Food model led to the formation of 12 regional food groups across South Australia, and enabled each region to develop a food brand and engage with wine& tourism. Jan played a pivotal role in bringing together community members in McLaren Vale and the Barossa to engage government on the importance of these regions for their food and wine culture. In 2012 both regions achieved Character Preservation status, with a Bill passed through Parliament to protect these regions and recognize the contribution they bring to South Australia. Jan's work with food, wine and tourism continues with the aim to position South Australia as a global culinary destination of high repute and ensure a strong future for the generations to come.

## **LUCIAN CERNAT, Chief Economist, European Commission**



Dr. Lucian Cernat is the Chief Trade Economist of the European Commission. With over 20 years of experience in the trade policy field, he is in charge of economic advice on EU trade policy, influencing over 5 trillion euros of EU trade and investment flows annually. Until 2008, Dr Cernat held various positions at the United Nations in Geneva dealing with trade and development issues. Prior to his UN experience, he was a trade negotiator with the Romanian Ministry of Foreign Affairs. He has written extensively on EU trade policy, the development impact of trade policies, WTO negotiations, regional trade agreements, competition policy, public procurement. His paper on "Trade Policy Analysis 2.0" was among the top 10 most read economic papers at the end of 2014. Lucian Cernat obtained his PhD from University of Manchester and a postgraduate diploma from Oxford.

## **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).

**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.

**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'.