



## AGENDA

# Final Workshop: Study on controlling and enforcing rules for geographical indication protection at EU level for non-agricultural products

**13 July 2021**

The 2020 [IP action plan](#) called on the Commission to explore the feasibility of creating an EU-wide protection system for geographically-linked industrial and handicraft products. Within this framework, the Commission outsourced a study on '*controlling and enforcing rules for geographical indication protection at EU level for non-agricultural products*' to map the control and enforcement rules existing in the EU (and in some third countries) and propose various options for a future EU-wide protection system.

In this Workshop, VVA Consortium will present the preliminary findings of this study. After a Q&A session, the debate will focus on the views of different stakeholders. We will look at how the control and enforcement of the names of authentically geographically linked industrial and handicraft products should look like in a future EU wide system to be efficient. We will also discuss what is the desired degree of private/public intervention, what is the scope of the legal protection of authentic geographically-linked industrial and handicraft products as defined by court practice, or how to address new challenges like geographical indication protection on the digital market.

The outcome of this debate will feed into the Impact Assessment on EU-wide geographical indication protection for geographically-linked industrial and handicraft products that the Commission is preparing.

**9h30 Welcome and update on the non-agri. Geographical Indication initiative:** Claudia MARTINEZ FELIX, Deputy Head of the Intangible Economy Unit, DG GROW, European Commission

**9h45 Results of the control and enforcement study:** VVA Consortium

- presentation of the results (45 min)
- Q&A session (30 min)

**11h00-11h20 BREAK:** (standard or GI protected) coffee & sweets

**11h20 Roundtable discussions on Control and defence of non-agricultural GIs in practice: the views of different stakeholders on the grounds**

**11h20 Discussion 1: Producers' views on control and enforcement**

The discussion will focus around the following questions: How should a control and enforcement system be built to be efficient? What would producers recommend as to the steps and actors (incl. public) to be involved in production control? Would producers have same/distinct views about checking the products quality once on the market? What are the current risks in terms of counterfeit and imitation of GIs?

How could an EU-wide GI scheme to protect non-agri. GIs at EU level better help producers defend the name of their products?

- *Ms. Tiphaine Paquette, Association Pierre de Bourgogne*
- *Mr. Andreas Leweringhaus, Chamber of Industry and Commerce Solingen*

**11h40 Discussion 2: Public authorities' views on state involvement in control and enforcement of GIs:**

The discussion will focus around the following questions: What should be the role of the state and its public authorities in a future EU wide system for non-agri. GIs in relation to control and enforcement? Should the state (directly or indirectly- through an independent body-) be involved? Should the state in particular define the content of a GI, inspect the products, bear the costs of an enforcement system, and act directly to protect specific GIs? What would be the grounds for such role: guarding against unfair exclusion, protect common heritage, other? Should we and how to (best) address the balance between the state and private actors in GI control and enforcement implementation?

- *views of MS*

### **12h00** Discussion 3: Legal practitioners' view

The discussion will focus around the following questions: What would legal practitioners recommend (in particular on the issue of imitation and of design protection that are of specific interest to GI owners as highlighted in the Study)?

- **12h00** The legal challenge of protecting and defending authentic geographically-linked industrial and handicraft products: products' name, what else? The scope of GI protection as defined by court practice (*Prof. Andrea Zappalaglio*)
- **12h10** What could be the solution to new challenges like GI protection on the digital market? (*Ms Pilar MONTERO, Profesora Titular de Derecho Mercantil, Director Magister Lvcentinvs. Master on Intellectual Property and Digital Innovation*)

**12h20- 12h30** Closing remarks