

 An official EU website



Strengthening geographical indications

 Wednesday 25 - Thursday 26 November

 Online only  live streaming available



Strengthening geographical indications



European
Commission

This online event falls at the optimum moment in a major European Commission reform process: the Impact Assessment of the GI reform – to “strengthen GIs” as requested by President Von Der Leyen in her Mission letter to Commissioner Wojciechowski – will be in full development and with it an intensive consultation of stakeholders. The Conference will therefore serve as the focal point for stakeholders to make their views known on the range of issues in the reform process from delivering sustainability to the legal challenge to protect GIs on the internet.

Producers, stakeholders and EU country officials will be able to participate and give their views on the different panel sessions.

This conference is the follow up of the jointly hosted conference of EUIPO and the Commissions' Directorate General for Agriculture and Rural Development on the intersect between GIs and trade marks in 2018 – “Trade Marks and Geographical Indications: future perspectives”.

The event will also highlight GI developments, notably concerning e-Ambrosia and GI-View project, and will include a panel on options for non-agricultural GIs.

Practical information

When

Wednesday 25 November 2020,
9.15 - Thursday 26 November
2020, 13.00 (CET)

Where

Belgium

Attend

[Register](#)

Languages

English

Who should attend

Stakeholders across the food value chain, public authorities, international and civil society organisations and interested members of the public

Organiser

[Agriculture and Rural Development](#)

Topic

Agriculture and rural development

Agenda

○ 25 Novembre: 09.15 - 10.00 (Europe/Brussels)

Day 1: Welcome

Master of Ceremony: Mr Brian Maguire

Session 1: Opening plenary

Opening speeches:

Janusz Wojciechowski, European Commissioner for Agriculture and Rural Development

Ms Julia Klöckner, German Presidency, Minister of Food and Agriculture (recorded message)

Ms Irène Tolleret, Member of European Parliament, co-chair Intergroup on “Wine, spirits and quality foodstuff”

Mr Christian Archambeau, Executive Director EUIPO

Keynote address:

Professor Dev Gangjee, Oxford University

○ 25 Novembre: 10.00 - 10.15

GI View Launch Ceremony

Master of Ceremony: **Brian Maguire**

Mr Wolfgang Bartscher, Director General, European Commission Department for Agriculture and Rural Development

Mr Christian Archambeau, Executive Director EUIPO

25 Novembre: 10.15 - 10.30

Coffee break – virtual networking break

25 Novembre: 10.30 - 11.30

Session 2

Panel 1 – Controls and enforcement 1: Domain Name System (DNS) and internet

Moderator: **Mr Miguel Ángel Medina**, Associate Partner Trademark Department Elzaburu

Keynote speakers:

- **Ms Irene Calboli**, Professor of Law Texas A&M University School of Law, Fort Worth
- **Ms Ivett Paulovics**, Fasano Paulovics Società tra Avvocati
- **Mr Jorge Novais Goncalves**, DG GROW (tbc)

Panel followed by Q&A

Panel 2 – Sustainability 1: issues

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

Keynote speakers:

- **Mr Filippo Arfini**, University of Parma, Department of Economics science and Management
- **Mr David Brazsil**, Secretary General, National Council of the Wine Communities (NCWC)

Panel followed by Q&A

Panel 3 – Non-agricultural GIs 1: issues

Moderator: **Mr Harrie Temmink**, Deputy Head of Unit DG GROW

Keynote speakers:

- **Mr Andrea Zappalaglio**, Director at Max Planck Institute, Lecturer in Intellectual Property Law at the UK University of Sheffield
- **Mr Bernard O'Connor**, Senior Counsel (Ireland), State Professor University Milan
- **Ms Anke Moerland**, PhD Visiting Professor of IP Law, Governance and Art at the Queen Mary University of London

Panel followed by Q&A

Panel 4 – Increasing attractiveness of GIs 1: issues

Moderator: **Ms Magdalena Glodek**, Head of Unit, GIs Department of Promotion and Food Quality- Ministry of Agriculture and Rural Development

Keynote speakers:

- **Mr Péter Gál**, Head of Department for Wine and Horticulture, Ministry of Agriculture
- **Mr Jesús Mora Cayetano**, Conferencia Española de Consejos Reguladores Vitivinícolas – CECRV

Panel followed by Q&A

○ **25 Novembre: 11.30 - 11.45**

Coffee break – virtual networking break

○ **25 Novembre: 11.45 - 12.45**

Session 3

Panel 1 – Controls and enforcement 2: policy issues

Moderator: **Ms Pilar Montero**, Professor and Director of the Magister Lvcentinvs. Master in Intellectual Property and Digital Innovation University of Alicante

Keynote speakers:

- **Mr Alan Park**, Director of Legal Affairs, The Scotch Whisky Association
- **Mr Bartolomeo Filadelfia**, from Italian Ministry of Agriculture

- **Ms Nicole Semjevski**, EUIPO – European Observatory on Infringements of IP (Observatory)

Panel followed by Q&A

Panel 2 – IP protection of GIs 1: case law developments

Moderator: **Mr Dimitris Botis**, Deputy Director for Legal Affairs, International Cooperation and Legal Affairs Department, EUIPO

Keynote speakers:

- **Mr Marko Ilešič**, Judge, European Court of Justice
- **Mr Benjamin Fontaine**, Chair ECTA, EUIPO-Link committee
- **Mr Dev Gangjee**, Professor of Intellectual Property Law, University of Oxford

Panel followed by Q&A

Panel 3 – Empowering producer groups 1: issues

Moderator: **Mr Christian Jochum**, Agricultural marketing and special crops, Austrian Chamber of Agriculture

Keynote speakers:

- **Mr Riccardo Deserti**, Director of Consorzio del Formaggio Parmigiano Reggiano
- **Mr Lionel Lalagüe**, Director of Public and International Affairs, Bureau National Interprofessionnel du Cognac

Panel followed by Q&A

Panel 4 – The global spread/dimension of GIs

Moderator: **Mr John Clarke**, Director International Directorate, European Commission
Department for Agriculture and Rural Development

Keynote speakers:

- **Ms Marthane Swart**, Representative of Rooibos Council of South Africa
- **Ms Magui Nnoko**, Counsellor and Project Coordinator, Organisation Africaine de la Propriété Intellectuelle (OAPI)
- **Ms Delphine Marie-Vivien**, Researcher in Intellectual Property/Geographical Indications and Food Law, Deputy Director UMR Innovation, Agricultural Research for Development (CIRAD)
- **Mr Alvaro García Alcázar**, Team Leader EU-Funded Projects, International Cooperation and Legal Affairs Department, EUIPO

Panel followed by Q&A

25 Novembre: 12.45 - 13.00

Concluding remarks by Master of Ceremony: Mr Brian Maguire

26 Novembre: 09.15 - 09.30

Day 2: Welcome

Master of Ceremony: **Mr Brian Maguire**

26 Novembre: 09.30 - 10.30

Session 4

Panel 1 – Controls and enforcement 3: PDO and PGI logos use

Moderator: **Mr Marcus Höpperger**, Director, Law and Legislative Advice Division Brands and Designs Sector, World Intellectual Property Organization (WIPO) (TBC)

Keynote speaker:

- **Mr Matthew Gorton**, Professor in Marketing, Newcastle University, UK Co-ordinator of the H2020 Strength2Food Project
- **Mr Eric Tesson**, Director, Confédération nationale des appellations d'origine contrôlée (CNAOC)

Panel followed by Q&A

Panel 2 – Sustainability 2: stakeholder debate

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

Stakeholder debate: active session from the floor

Panel 3 – IP protection of GIs 2: issues

Moderator: **Mr Gordon Humphreys**, Chairperson Board of Appeal, EUIPO

Keynote speakers:

- **Ms Paola Ruggiero**, ECTA Head of GI committee
- **Mr Simone Calzi**, Head of the Legal Office - Consorzio del Prosciutto di Parma
- **Mr Stefan Martin**, Member Board of Appeal, EUIPO

Panel followed by Q&A

Panel 4 – Modernisation and simplification: 'REFIT'

Moderator: **Mr Francis Fay**, Head of Unit, European Commission Department for Agriculture and Rural Development

Keynote speakers:

- **Ms Alexandra Manole**, Policy Officer, Horizontal Coordination on Better Regulation issues, Secretariat General European Commission

- **Mr Bernard O'Connor**, IP lawyer, Resident Partner, Nctm Brussels, Professor, State University Milan

Panel followed by Q&A

○ **26 Novembre: 10.30 - 10.45**

Coffee break – virtual networking break

○ **26 Novembre: 10.45 - 11.45**

Session 5

Panel 1 – Controls and enforcement 4: stakeholder debate

Moderator: **Ms Pilar Montero**, Professor and Director of the Magister Lvcentinvs. Master in Intellectual Property and Digital Innovation University of Alicante

Stakeholder debate: active session from the floor

Panel 2 – Empowering producer groups 2: stakeholder debate

Moderator: **Mr Christian Jochum**, Copa-Cogeca

Stakeholder debate: active session from the floor

Panel 3 – Increasing attractiveness of GIs 2: stakeholder debate

Moderator: **Ms Magdalena Glodek**, Head of Unit, GIs Department of Promotion and Food Quality - Ministry of Agriculture and Rural Development

Stakeholder debate: active session from the floor

○ **26 Novembre: 12.00 - 13.00**

Session 6 / Closing plenary

Master of Ceremony: **Mr Brian Maguire**

Mr Laurent Gomez, Secretary General Arepo

Ms Anette Rasmussen, President ECTA (tbc)

Mr Massimo Vittori, Director General OriGIn

Mr Andrea Di Carlo, Deputy Director EUIPO

Ms María Ángelez Benítez Salas, Deputy Director General, European Commission Department for Agriculture and Rural Development

Contact

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Related links

[EU quality schemes](#)

[EU geographical indications explained](#)
