



Geographical Indications Conference 2025

Safeguarding our Heritage, Cultivating our Future

28-29 January 2025

European Union Intellectual Property Office (EUIPO), Alicante



GEOGRAPHICAL INDICATIONS CONFERENCE: SAFEGUARDING OUR HERITAGE, CULTIVATING OUR FUTURE

Co-organised by the European Union Intellectual Property Office (EUIPO) and the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) and Directorate-General for Agriculture and Rural Development (DG AGRI).

DATE 28 and 29 January 2025

VENUE the EUIPO auditorium

The EUIPO, in collaboration with the European Commission's DG GROW and DG AGRI, is organising an International Conference at EUIPO headquarters in Alicante, Spain, on 28 and 29 January 2025. This conference brings together representatives from Europe's leading producers and producer associations of geographical indications for craft and industrial ('craft GIs' or 'CIGIs') and wine, spirit drinks and agricultural products ('agri GIs'), national competent authorities in charge of examination of GI applications, international business, lawmakers, enforcement authorities and lawyers.

The aim of the conference is to look at opportunities and challenges at the forefront of geographical indications (GIs): the brand-new EU Regulation on GI protection for craft and industrial products published on 27 October 2023 and the significant reform of GIs for wine, spirit drinks and agricultural products published on 23 April 2024.

This conference gives a unique opportunity for a wide range of experts from across the globe to share their views and exchange on the practices of the national competent authorities dealing with GIs and other institutions (EU and non-EU). They will also address experiences and future perspectives from the agri- and craft-GI beneficiaries and discuss the challenges they face to defend their rights.

The event is designed for interactive discussion on considerations arising from the new craft GI regulation. It aims at exchange between the EU institutions as legislators of the regulation on craft GIs, the EUIPO, which oversees its implementation, and the operators with expectations and suggestions to bring to the table. The conference also aims for both craft and agri GIs to be a forum for interaction between the EUIPO and producers regarding current and new areas of competence. By combining craft and agri GIs, they will mutually enrich each other's experience. Additionally, participants will discover the opportunities offered by the Commission and the EUIPO to promote and defend craft GIs.

Speakers

JOÃO NEGRÃO



JOÃO NEGRÃO

João Negrão is the Executive Director of the [European Union Intellectual Property Office \(EUIPO\)](#), a position he has held since 1 October 2023.

João originally joined the EUIPO as head of the Executive Director's Cabinet in 2010, and between 2011 and 2020 he was Director of the International Cooperation and Legal Affairs Department.

Between 2021 and 2023 he held the position of President of the EUIPO Boards of Appeal.

Before joining the EUIPO, João held different positions in the Portuguese public administration, in the [Ministry of Foreign Affairs](#)/General Directorate for EU Affairs, the Presidency of the [Council of Ministers and the Ministry of Justice/National Institute of Industrial Property \(INPI\)](#). In 2001, he joined the INPI in the international relations cabinet, becoming the Head of Cabinet in 2004. In 2008, he was appointed Director of International Relations and Promotion of Innovation at INPI.

João Negrão holds a Master's degree in Law and a Bachelor's degree in International Relations. He also has a number of high level qualifications in Public Administration Management (National Institute of Administration), Leadership Management and High Performance People Skills for Leaders (London Business School), as well as IP-related courses, such as a general course on IP (WIPO Worldwide Academy) and a specialised course on the practice and functioning of the IP system in the USA (USPTO).

ELISA ZAERA CUADRADO



ELISA ZAERA CUADRADO

Elisa Zaera Cuadrado has worked at the EUIPO since 2009. In 2021, she was appointed Head of Service responsible for the examination of trade marks, focusing on absolute grounds for refusal, and for the collaboration with the European Commission on handling geographical indications (GIs) files in the agricultural sector. Since July 2024, she has held the role of Deputy Director in the Trade Mark, Design and Geographical Indications Examination Area within the Business Operations Department.

Through the years, Elisa has been involved in EUIPO initiatives related to GIs. She has coordinated the examiners' expert group responsible for assessing trade mark conflicts with GIs and established a team of EUIPO examiners to aid the Directorate General Agriculture in the assessment of GI applications. Additionally, she is part of the project team implementing tasks within EUIPO resulting from GI legislative reforms. Elisa has also contributed to the development of tools designed to help users identify potential conflicts with GIs. In her current position as Deputy Director, Elisa is responsible for overseeing the GI Division, which will be responsible for handling the registration of Craft and Industrial GIs.

Elisa holds a Master of Law (LLM) degree in law from the University of Valencia (Spain) and a Diplôme d'Etudes Spécialisées in European Law from the Université Libre de Bruxelles (ULB). Prior to joining the EUIPO, she worked in several law firms in Brussels and in the European Commission's Directorate General Competition.

CHRISTOPHE HANSEN



CHRISTOPHE HANSEN

Christophe Hansen was born in 1982 in Wiltz, Luxembourg. He obtained a Master's Degree in Geosciences, Environmental Sciences and Risk Management from the Louis Pasteur University in Strasbourg. Between 2007 and 2014, Hansen advised former MEP Astrid Lulling on issues related to agriculture, environment and economic and monetary affairs. In 2014, he joined the Luxembourg Permanent Representation to the EU and prepared the Luxembourg EU Council Presidency (2015). Under the Luxembourgish Presidency, he chaired the Council Working Party on the environment, heading discussions on the EU-ETS reform and the Circular Economy proposal, among others.

In 2016, he joined the Luxembourg Chamber of Commerce where he established the European Affairs Office in Brussels. He led this office until September 2018. Hansen co-founded the Business Club Belgium-Luxembourg in 2017 and served as its Secretary-General. From March 2017 to August 2018, he also served as a Member for Luxembourg in the European Economic and Social Committee.

Hansen took up his duties as Member of the European Parliament in September 2018, serving on the committees on International Trade as well as Environment, Public Health and Food Safety.

Since September 2024, he is the European Commissioner in charge of Food and Agriculture.

MARION WALSMANN



MARION WALSMANN

Born in 1963, she grew up in Erfurt, Thuringia. From 1981 to 1985, she studied law at the University of Leipzig and worked as lawyer at [VEB Robotron Sales](#). 1986 she moved to the Erfurt city building office as a legal counsel. In 1990 she was the head of the legal department of the city of Erfurt and in the same year after the re-establishment of the state of Thuringia, she took over the leadership of the [Thuringian Ministry of Justice](#).

She later held various functions within the ministry, such as head of the Constitutional Law Unit. Most recently, she was the deputy head of department and head of Human Resources in the Prison Department. From 2004 to 2018 Marion was a member of the [Landtag of Thuringia](#). In 2008 she was appointed State Minister of Justice and went on to become State Minister of Finance in 2009.

From 2010 to 2013 she was head of the State Chancellery and State Minister for European Affairs.

From 2015 until 2018, she was the State Parliament's delegate to the [European Committee of the Regions](#).

From 2019 on she became a Member of the [European Parliament](#), where she is Vice-Chair of the Committee on Legal Affairs and a member in the Committee on Internal Market and Consumer Protection. She is also a substitute in the Committee on Industry, Research and Energy and Substitute Member of the Committee on Agriculture and Rural Development. She is Member of the Delegation to the EU-North Macedonia Joint Parliamentary Committee and Member of the Delegation to the EU-Montenegro Joint Parliamentary Committee. As of April 2024, she is, together with MEP Markus Ferber, the Co-Chair of the [Parlamentskreis Mittelstand](#) (Parliamentary group for medium-sized companies). As of November 2024, she is, together with MEP Niels Flemming Hansen and MEP Jorgen Warborn, the Co-Chair of the [SME Circle](#) in the European Parliament. Marion is also Treasurer and member of the board of the [CDU/CSU](#) group in the European Parliament.

MARTINE PINVILLE



MARTINE PINVILLE

Born in Angoulême, France, Martine Pinville became involved in politics after a career in the non-profit sector. She was a Member of the French National Assembly between 2007 and 2015, and in 2015 she was appointed Secretary of State for Trade, Crafts, Consumer Affairs and the Social Economy under President François Hollande. In this role, she was in charge of the development of the first geographical indications for craft and industrial products in France, in the framework established by the 2014 Consumer Law (« Loi Hamon »).

She has been an Angoulême municipal councillor since 2020 and a regional councillor for Nouvelle-Aquitaine since 2015. As part of her mandate at the European Committee of the Regions, she is rapporteur for two texts on the protection of industrial and craft geographical indications within the European Union. Nouvelle-Aquitaine is a pioneer in this field, supporting the region's know-how through its "Leather, Luxury, Textiles and Arts and Crafts" sector. The region is home to nine of France's twenty-one Industrial and Craft Geographical Indications : Porcelaine de Limoges; Tapis et Tapisserie d'Aubusson; Charentaise de Charente-Périgord; Pierre d'Arudy; Linge Basque; Pierre de Vianne; Pierre de Mareuil and Pierre de Paussac/Paussac-et-Saint-Vivien.

KERSTIN JORNA



KERSTIN JORNA

Kerstin Jorna is the European Commission's Director-General for Internal Market, Industry, Entrepreneurship and SMEs. She is a German lawyer, fluent in four languages who has been a civil servant for the European Union since 1990. Jorna is German. From 1980 to 1985 she was studying law in Bonn and Hamburg universities. She took a second state examination in Hamburg and a diploma in Advanced European Studies in Bruges. She is fluent in German, English, French and Dutch and she has a good knowledge of Spanish. In 1986 she was working for a Hamburg law firm until she began working for the European Commission as a policy officer in 1990. Between 2000 and 2001 she was the Commission's spokeswoman for regional policy and institutional affairs. Between 2002 and 2012 she was member and head of various Cabinets. In 2012 she became Director of Intellectual Property in DG Internal Market and Financial Services. In 2016 she was deputy Director General at the directorate responsible for Economic and Financial Affairs.

PILAR MONTERO



PILAR MONTERO

Panel "The importance of Craft GIs: opportunities and challenges"

Prof. Pilar Montero GARCÍA-NOBLEJAS is Full Commercial Law Professor expert on Intellectual Property at the University of Alicante. Member of the Geographical Indications Unit of the Department. Director of the Master in Intellectual Property and Digital Innovation of the University of Alicante, Magister Lvcentinus, ranked as First Master Programme in Spain, celebrating its 31st anniversary.

Prof. Pilar Montero is an international expert in activities and projects in different Intellectual Property offices and Institutions such as the EUIPO, the European Commission, the EPO, WIPO and OEPM (SPTO) among many others. She has three books about: 'Designations of Origin and Geographical Indications', 'Designations of Origin for Non-Agricultural Products' and 'The European Union Certification Mark', and more than 100 scientific articles. She is advisor to producer groups on geographical indications and provides legal opinions for public and private organisations. She is Intellectual Property Professor in national and international IP study programmes.

CLAUDIA MARTINEZ FELIX



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Panel “The importance of Craft GIs: opportunities and challenges”

Claudia is Deputy Head of Unit in the Commission, DG GROW, Unit C4 Intangible Economy. Her Unit manages, develops, and enforces a solid European intellectual property legal framework. She is leading the team that has prepared and negotiated the EU proposal for a new EU scheme for geographical indications for craft and industrial products, its secondary legislation which is in preparation, as well as promotional and awareness raising actions in the Union and abroad. In addition, Claudia is also leading the work related to the EU policy against counterfeiting, with the Memorandum of Understanding on the online sales of counterfeits and the adopted Recommendation to combat counterfeiting and enhance IP enforcement. Her unit is responsible for the recent designs package reform, and a strong EU policy on patents, with the proposed “patent package” that includes an EU Compulsory licensing scheme, proposals on supplementary protection certificates and standard essential patents. Her unit also supports innovation and SMEs’ access to, management and enforcement of IP rights.

Before that, she held various positions in the Commission, as Deputy Head of Unit on the Single Market and the free movement of goods, and before that, as legal officer, on services and competition-related issues. Claudia has also worked as consultant and in the European Parliament. She is a Spanish lawyer specialised in EU law at the College of Europe, Bruges.

AUDREY AUBARD



AUDREY AUBARD

Panel “The importance of Craft GIs: opportunities and challenges”

Audrey Aubard is a freelance International Consultant, specialized in territorial branding, quality schemes strategies and management, certification tools, producers’ organizations and is a senior legal expert on IP and food law and labelling issues. She is currently manager of Aubard Consulting, an independent Bordeaux-based consultancy, General Secretary of the French Federation of industrial and craft GIs – [FFIGIA](#) and auditor for the French Committee for Accreditation [COFRAC](#).

She provides assistance to countries who want to set up and manage a quality schemes system (from the institutional management to the technical management and certification procedures) and producers who want to promote and protect the quality of their products as a GI, Organic farming or other labelling or branding strategies (Cariforum countries, PNG, Indonesia, Cambodia, Morocco, Benin, etc.). She also takes part in some publications related to GIs or origin-branding strategies. She is an expert on these topics for several organizations (EU, EUIPO, WIPO, ECAP, AREPO, AFD-FAO, Tradecom, ACP-PMU, French Regions etc.).

In France, she provides specific legal and technical consultancies for producers’ associations as well as strategical and methodological assistance for producers’ associations on quality strategies (meat, stone, cheese, knives, textile, pepper, tapestry etc.). She also manages some GI producers’ associations.

She is president of the committee of craft GIs within the Certification Body of Certipaq (control body) and technical expert for the COFRAC (French Accreditation Body) in relation to official quality signs certification.

She also teaches at Bordeaux 3 University the quality schemes; the labelling strategies, controls tools as well as at the Agro-engineer school of Bordeaux, Bordeaux Science-Agro.

Audrey Aubard holds a Master’s degree in European and International Law and postgraduates in Environmental Law and Agro-food Law.

ARNAUD LELLINGER



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Panel “The importance of Craft GIs: opportunities and challenges”

Arnaud is the secretary of the ECTA GI Committee, a lawyer at the Paris Bar, and a founding partner of the firm LLF Avocats.

He has a Bachelor’s degree in History and Geography from the University of Paris IV Sorbonne and holds a Master’s degree in Intellectual Property Law from the University of Paris II Panthéon Assas.

He has developed an advisory and litigation practice in the field of GI at both the French and international levels, as well as a broader practice in trademark, design, and copyright law.

He is a lecturer at the Paris Bar School (IP law and civil proceedings) and at the University of Paris 1 Panthéon-Sorbonne (Geographical Indication law).

MARGARIDA MATIAS



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Panel “The importance of Craft GIs: opportunities and challenges”

Member of the Board of the [Portuguese Office of Industrial Property](#) (INPI PT) since 2019 and Member of the Board of the [Portuguese Council of the European Movement](#) since 2015, Mrs Margarida Matias has a Law Degree and a Post-Graduation in Industrial Property Law and holds an Advanced Course in Public Management. She is the Head of the Portuguese delegation at the Budget Committee of the [European Union Intellectual Property Office](#) (EUIPO), as well as the [European Patent Office](#) (EPO). Her experience includes participation in the Administrative Council meetings of the EPO and EUIPO, as well as the General Assemblies of the [World Intellectual Property Organization](#) (WIPO). Mrs Matias joined the Portuguese Office in 2001, where she acquired a strong experience as Executive Officer at the Directorate of Trademarks and Patents and the Directorate of External Relations and Legal Affairs in the examination of IPRs, in the preparation of technical-legal advice and as Trainer of the INPI PT Academy.

Furthermore, she was responsible for monitoring international dossiers and International Treaties related to Industrial Property, underlining the dossiers related to the EUIPO and the European Union, and highlighting her participation as in many meetings organized by International Organizations, namely WIPO. She also participated in the Diplomatic Conference for the Adoption of a new Act of the Lisbon Agreement - The Geneva Act of the Lisbon Agreement on Appellations of Origin and Geographical Indications. In 2018, Mrs. Matias served as Deputy Secretary-General of the [Ministry of Justice](#).

Mrs. Matias holds also a deep experience as Legal Expert of the Portuguese Ministry of Justice where she was Advisor with responsibility for monitoring and coordinating projects related to the entities and bodies reporting to the Ministry of Justice, as well as production of legislation, including issues related to the Portuguese Office of Industrial Property, among others, supported legislative production, and contributed to the revision of the Portuguese Industrial Property Code.

AMEDEO TETI



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Panel “The importance of Craft GIs: opportunities and challenges”

Amedeo Teti is a public manager trained as a lawyer and economist. He is considered one of the leading Italian experts in international trade, in intellectual property rights and in the fight against counterfeiting, in particular on the international protection of geographical indications and of “Made in Italy”. Since January 2024 he was appointed Head of Department for Enterprises Policies and Head of Markets and Consumers Protection Department at the Ministry of Enterprises and Made in Italy. In parallel, he is also Coordinator of the Foreign Investment Attraction and Unblocking of foreign investment Units, at the same ministry. Between 2022 and 2023 he was Director General for the Promotion of Industrial Property-Italian Patent and Trademark Office at the Ministry of Enterprises and Made in Italy.

From 2020 to 2022 he held a High Managerial Position at the Ministry of Economic Development for activities in the field of international relations in the energy sector, aimed at security and the evolution of energy systems towards de-carbonization. He was special Delegate of the Minister of Economic Development at the COP26 Zero Emission Vehicle Transition Council Ministerial Meetings held on 27 November 2020 and 26 April 2021. From 2002 to 2019 he was Director General of International Trade Policy Department at the Ministry of Economic Development. Under his direction, Italian exports have achieved extraordinary performances and have been the only ever positive component of the national GDP, allowing the Italian economy to remain stable despite the long-term effects of the 2008 financial crisis.

Since 2022, it has been coordinating the Secretariat technique of the Inter-ministerial Committee for the attraction of foreign investments in Italy. He has extensive experience as an economic negotiator and expert on international market access of Italian products and services (the so-called “made in Italy”) both at national level and within the Council of the EU. He also headed the Dual-Use Goods Export Management Authority for about 18 years. He was a member of UAMA (export control of armament products) on behalf of the Ministry of Economic Development.

ESTER OLIVAS CÁCERES



ESTER OLIVAS CÁCERES

Panel “The importance of Craft GIs: opportunities and challenges”

Ester Olivas Cáceres is a Lawyer with a Master's in European Union Institutions and Policies, she has specialised for more than 20 years in European Policies, International Trade, and Industrial Property, specifically in all aspects related to Geographical Indications and Designations of Origin for quality products, from a technical, legal, and political point of view.

She has worked in the direction and management of large-scale national and international organisations, as Secretary General of [ORIGEN ESPAÑA](#) (the Spanish Association of Designations of Origin) and as Secretary General of oriGIn (the first International Network of Geographical Indications), where she represented and defended the interests of more than 2 million producers from more than 40 countries around the world.

During her most recent professional stage, she has participated in the design and implementation of more than 20 cooperation projects funded by international organisations, working as an Expert in more than 15 countries, providing legal and technical advice, capacity building and training to more than 14 governments and hundreds of producers, entrepreneurs and associations, as well as participating as a speaker in more than 40 seminars and conferences on International Trade and Industrial Property around the world.

Currently, Ester Olivas is the General Director of Entrepreneurship and Internationalisation of the Generalitat Valenciana, within the [Generalitat de Valencia](#).

IGNACIO SÁNCHEZ RECARTE



IGNACIO SÁNCHEZ RECARTE

Panel “AGRI GIs reform”

Dr Ignacio Sánchez Recarte was named Secretary General of [CEEV](#), the association representing the interests of European wine companies, in 2015.

Before that, he served as Director for Internal Market & Sustainability at spiritsEUROPE, the European representative body for spirit producers, and as Director of Environment affairs and Innovation, at [Bodegas Chivite](#), a Spanish wine group.

For the last 7 years, Ignacio has worked for the [International Organization of vine and wine](#) (OIV), the scientific and technical intergovernmental organization in the field of wine, first as Head of the Viticulture Unit, then as Head of the Economy and Law Unit.

Prior to this, he was a researcher in the Food Technology Department of the Public University of Navarra.

Ignacio is an Agronomic Engineer from the [Public University of Navarra](#) and obtained his PhD in Engineering at the University of Lleida.

DIEGO CANGA FANO



DIEGO CANGA FANO

Panel “The importance of Craft GIs: opportunities and challenges”

Diego Canga Fano has worked in DG Agriculture in the [European Commission](#) since 2014. At present, he is acting Deputy Director General. He has been working in the European Union since 1991. He has worked in the Council Legal Service for more than a decade. He has also been twice Head of Cabinet, first of the European Commission of Industry and Entrepreneurship (2012-2014), and later as the President of the [European Parliament](#) (2017-2019). He is a Spanish national and lawyer by training, with a good experience of litigation before the European Court of Justice, with more than 60 cases pleaded. Throughout his time in DG Agriculture, Diego has always worked in the field of Geographical Indications.

RICCARDO DESERTI



RICCARDO DESERTI

Panel “AGRI GIs reform”

Riccardo Deserti received a Degree in Agricultural Sciences in 1991, and in 1992 joined the Nomisma SpA, a primary Italian economic research institute, based in Bologna. From 2002 to 2006 he held the position of CEO of the Company Nomisma SpA. From 2006 to 2012 he worked at the [Ministry of Agriculture Food and Forestry Policies](#), covering, among others, the position of Chief of the Technical Secretariat and General Manager of the Direction of quality products and GIs. Since 2012 he has served as Director General of the [Consorzio del Formaggio Parmigiano Reggiano](#). In November 2021, he was elected President of Origin, of the World Alliance of Geographical Indications.

JAVIER MATÉ CABALLERO



JAVIER MATÉ CABALLERO

Panel “AGRI GIs reform”

Javier Maté Caballero, born in Madrid in 1962, married with 2 children, has a degree in Veterinary Medicine from the Complutense University of Madrid and a Diploma in Health. He has been a civil servant for more than 40 years, after passing the National Veterinary Corps exam. In the Public Administration he has worked in Foreign Health, both at the Alicante and Barcelona borders and in the central services of the Ministry of Health, coordinating food safety controls on imports and exports. He then moved to the Ministry of Agriculture, Fisheries and Food where he was Deputy Assistant Director of Animal Health for 2 years, Technical Advisor in the General Directorate of Livestock, coordinating the Animal Traceability System and the National Plan of Control of the Food Chain and Technical Advisor in the Unit of Analysis, Foresight and Coordination of the Undersecretary.

For almost 10 years he has been Deputy Director of Food Quality and Organic Production, being responsible for the Geographical Indications of wines, spirits and agri-food products, as well as the Traditional Specialities Guaranteed, Traditional Wine Terms and Optional Quality Mentions of Spain. He has therefore participated in the various European legislative reforms, especially the one that led to Regulation 1143/2024, and in the trilogue phase of the Spanish Presidency of the Council in the second half of 2023.

ANDREA ZAPPALAGLIO



ANDREA ZAPPALAGLIO

Panel “Lifecyle of CRAFTS and AGRI GIs”

Dr Andrea Zappalaglio is Associate Professor in Intellectual Property Law at the [University of Leeds](#). His current research focuses on Geographical Indications and Quality Labels. He regularly collaborates with various public and private stakeholders. His scholarship is award-winning and has been featured in all major EU and UK Intellectual Property journals.

Prior to joining the University of Leeds, Dr Zappalaglio worked as Lecturer in Intellectual Property Law at the [University of Sheffield](#), and as Senior Research Fellow at the [Max Planck Institute for Innovation and Competition](#) (Munich, Germany).

He holds a DPhil (PhD) from the University of Oxford.

LAURENCE BESSE



LAURENCE BESSE

Panel “Lifecyle of CRAFTS and AGRI GIs”

After studies in law and business management, Laurence worked for an Insurance Company as contentious manager for 10 years.

Since 2006, Laurence has been the general secretary of the « Union of Limoges Porcelain Manufacturers », a professional union, that significantly contributed to the protection of the Limoges porcelain appellation, and a founding member of the [Geographical Indication Limoges Porcelain Association](#), created in April 2014.

Since 2014, she has also been in charge of the GI Limoges Porcelain Organization and of GI implementation: GI group management, monitoring the certification process, infringement detection and solutions, defence and protection actions in all markets and promotion.

DAVID PASTVA



DAVID PASTVA

Panel “Lifecycle of CRAFTS and AGRI GIs”

David Pastva (1980) graduated from the Technical University in Liberec. After a one-year internship in Dresden, he managed the destination agency in the Bohemian Switzerland National Park for five years. He worked closely with partners from Saxon Switzerland (tourism association, national park administration). Between 2011 and 2013 he was the head of the [Czech Tourism](#) foreign representation in Frankfurt am Main. Since 2013 he has been back in the Czech Republic. Until 2019, he headed the Department of Culture, Sport and Tourism in Liberec. For the last five years he has been the director of [Crystal Valley in the Liberec Region](#) (North Bohemia, Czechia). His work focuses on the development of tourism in the globally unique cultural region of glass and jewellery production. The various glassmaking techniques have a tradition of more than 600 years in Crystal Valley and to this day the production of glass and jewellery forms the identity of the region.

ANDRU SANDU



ANDRU SANDU

Panel “Lifecycle of CRAFTS and AGRI GIs”

Andru Sandu is an attorney registered with the Bucharest Bar since early 2012, as well as an intellectual property advisor in trade marks and protected geographical indications. In 2024, he became a member of the [Romanian Film Commission](#), a government agency providing state aid in the field of film production. He has worked on several protected geographical indications applications, with “Salam de Sibiu” being the first one. Andru is also heavily involved with enforcement of protected geographical indications at both the national and European levels.

ANTOINE GINESTET



ANTOINE GINESTET

Panel “Lifecycle of CRAFTS and AGRI GIs”

Industrial and artisanal geographical indications project manager at the French National Institute of Industrial Property.

Antoine Ginestet has worked at INPI (National Institute of Industrial Property) since 2010. After 4 years as a trade mark examiner, he has been in charge of creating the new craft and industrial geographical indications since 2014.

He supports producers in creating GI projects and contributes to structuring the sector. He takes care of registration procedures and supervises the controls of certified companies. He also contributes to the defence of cases in the event of litigation before the Courts of Appeal. He also participated in the recognition of artisanal GIs within the scope of international collaborations, namely with Tunisia, Morocco, and Georgia.

TAMAS KIRALY



TAMAS KIRALY

Panel “Lifecycle of CRAFTS and AGRI GIs”

Tamas Kiraly has a Master’s degree in Law and Film Studies. He has broad experience in the area of intellectual property both in the private and public sectors. He has been working for the [European Commission](#) for eight years. First, he worked in the Directorate General for Trade, negotiating trade agreements with Third Countries. Currently he works in the Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) as legal and policy officer, contributing, among others, to the work on geographical indications for craft and industrial products and to policymaking related to intellectual property for SMEs.

MASSIMO VITTORI



MASSIMO VITTORI

Panel “GIs and Sustainability”

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) where he led 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 [UNCTAD](#) on the improvement of developing countries’ investment climate through regulatory reforms.

Following his Bachelor’s 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.

ARMELLE MAZÉ



ARMELLE MAZÉ

Panel “GIs and Sustainability”

Armelle Mazé is a Senior Research Fellow in Economics at [INRAE](#), Université Paris-Saclay working in the field of institutional law and economics. She is currently coordinating an ANR funded project on the agroecological transitions of geographical indications in France and the EU Horizon Europe project, [GI SMART](#) (2024-2027), which is studying the contribution of GIs to Smart Territorial development and sustainability.

ANA CRISTINA GOMES DA FONSECA MENDES



ANA CRISTINA GOMES DA FONSECA MENDES

Panel “GIs and Sustainability”

Graduated with a degree in law from the Faculty of Law of the University of Coimbra, and a postgraduate degree in communications and media law from FDUC, specializing in public management from [INA](#), I.P.

Currently working as Deputy Director of CEARTE - Professional Training Center for Crafts and Heritage in the Training Department and as a Legal Advisor. Vice President of the [European Crafts Alliance](#).

Member of the work team of the National Legal Certification System for the Crafts sector.

Coordinator of the work team responsible for the design of Crafts training curricula integrated into the National Catalogue of Qualifications.

Member of the work team of the National Sectorial Council for Qualification - Crafts, and Jewelry.

Co-author of the Study “The Sector of Craft Activities in Portugal”/ 2006: Chapter IV.

Experience in preparing training projects for applications for European Programs and coordinating and monitoring transnational training projects.

Author of several articles and communications within the thematic Crafts and Vocational Training and Crafts legal framework.

ULRICH ADAM



ULRICH ADAM

Panel “GIs and Sustainability”

Ulrich Adam has been the Director General of spiritsEUROPE since 2018.

Prior to joining spiritsEUROPE, he was Secretary General of the [European Agricultural Machinery Industry Association](#) (CEMA). Before that, he worked in the Brussels office of the international consultancy firm [Hill & Knowlton Strategies](#), advising a wide range of companies and trade associations on EU legislation, with a particular focus on EU policies in the areas of food, health, and agriculture.

A German national, Ulrich holds a PhD and MPhil degree in History and Social and Political Sciences from Cambridge University (UK).

RONALD BROHM



RONALD BROHM

Panel “GIs and Sustainability”

Ronald Brohm, a Dutch national, is the Managing Director and founder of business association [REACT](#) (European Anti-Counterfeiting Network) with offices in Amsterdam, Aachen, Buenos Aires, Guangzhou, HoChiMinh City, Istanbul, Kuala Lumpur, Lisbon, Madrid, Milan, New Delhi, Prague, Rio de Janeiro, Skopje, and Vilnius.

In 1985, Ronald completed the Final Diploma of Dutch Law in the field of Social Economical Law at the Rijks Universiteit of Utrecht (R.U.U.). The same year he completed his Postdoctorate of European Business Law at the University of Utrecht, and the following year his Postdoctorate in International Commercial Law at the University of Amsterdam.

Ronald started his carrier in 1987 at the [Chamber of Commerce in Amsterdam](#). Since 1991 he has held the position of Director and founder of REACT, The European Anti-Counterfeiting Network (April 1991), which he developed into a worldwide anti-counterfeiting network for more than 320 multinationals, owners of some of the world’s most famous brands and operational in more than 120 countries, and with 190 members of staff. The network manages almost 90.000 anti-counterfeiting cases annually.

Ronald is a speaker and short-term expert for various international bodies like WIPO, EU, OHIM on IPR enforcement issues in Central and Eastern Europe, Central Asia, Asia-Pacific Region, and Latin America.

Over the years Ronald has been the author or editor, of a number of articles and papers namely, *Ars Aequi: Intellectual Property Rights and GATT* (1988), *Company Law Review: Dutch Anti-Counterfeiting Act* (1991), *IUST: Fighting Counterfeiting* (1992), *Benelux Trademark Review: Border measures against counterfeiting* (1999) and *Dossier: Review of the anti-counterfeiting measures* (2001), *World Commerce Review* (2014): Brand enforcement strategy; public and private enforcement considerations, (2017) *Brand Protection Professional, Landlord Liability Case European Court of Justice*.

LAURA MIGUEL BAUMANN



LAURA MIGUEL BAUMANN

Panel “GIs and Sustainability”

Laura Miguel Baumann is the Secretary General of the [European Crafts Alliance](#) and a consultant for national and international customers, related to the craft sector, design and the cultural and creative industries.

Laura has a degree in translation and interpretation from the Pompeu Fabra University. She has completed her studies with several Masters degrees: in International Cooperation and Humanitarian Aid; Business Internationalization; and Intercultural Communication and European Studies.

She has worked both in the private sector, as well as in non-profit organizations and public bodies, especially in Spain, but also in other countries such as Serbia and Belgium. For more than 15 years, she has been managing projects to strengthen and improve the competitiveness of the craft sector, as well as its promotion and enhancement. She has been part of juries for awards and recognitions in the craft sector and has overseen numerous exhibitions.

AGRIS BATALAUSKIS



AGRIS BATALAUSKIS

Panel “Trade marks and GIs and GIs enforcement”

Agris Batalauskis has been the Director of the [Patent Office of the Republic of Latvia](#) since February 1, 2022. He is a qualified Latvian lawyer and senior civil servant who has worked in the governmental authorities since 2007.

Agris has many years of experience as an international expert in justice sector projects and as the Director of the Project department in the Ministry of Justice. Over the past decade, he has been at the forefront of numerous innovation reforms within the national justice sector. That approach has also translated to the responsibilities as a Director of the Patent Office, where, in recent years he has striven to enhance and transform the Latvian intellectual property system and is committed to modernize the Patent Office as a customer-centric hub for intellectual property, as well as strengthening Latvia's intellectual property ecosystem as a whole. Additionally, over the past year, Agris has spearheaded the creation of the new registration system for geographical indications of craft and industrial products in Latvia.

As the director of the Latvian Patent Office, Agris represents the interests and opinions of Latvia and the Latvian Patent Office in international intellectual property organizations and their structures - in the General Assembly of WIPO, in the Management and Budget Committee of EUIPO, as well as in EPO - Administrative Committee and Budget Committee. In addition, on March 20, 2024, Agris was elected to the board of the EPO Administrative Council for a three-year term.

GIUSEPPE BERTOLI



GIUSEPPE BERTOLI

Panel “Trade marks & GIs and GIs enforcement”

Giuseppe Bertoli started working for the EUIPO in 2000, occupying various positions on the Boards of Appeal.

From July 2009 to December 2012, he served as a member of the [EUIPO](#) Boards of Appeal, and served as Head of the Litigation Service until 2020.

In 2020, he became the Director of the EUIPO Boards of Appeal Operations Area, managing the Alternative Dispute Resolution Service, the Knowledge and Information Support Service, the Litigation Service, and the Boards of Appeal Registry.

Since July 2024, Giuseppe has been the Director of the EUIPO's Legal Affairs Department, which is responsible for defining the Office's IP policy, including the revision of its Examination Guidelines, legislative matters, and horizontal legal affairs.

He studied law at the Catholic University of Milan and postgraduate studies at the Pavia University.

CHARLES GOEMAERE



CHARLES GOEMAERE

Panel “Trade marks & GIs and GIs enforcement”

Charles Goemaere joined the [Comité Champagne](#) in November 2003 to take charge of the protection of the Champagne appellation in France and around the world.

In 2008, he took over the management of its economic and legal departments.

He became deputy general manager in 2017, then general manager on 1 February 2021. As such, Charles prepares and implements the decisions and programs adopted by the winegrowers and the houses. He leads and coordinates the activity of the services of the inter-professional organisation.

BLANCA ARTECHE



BLANCA ARTECHE

Panel “Trade marks & GIs and GIs enforcement”

Blanca Arteché is the Head of Enforcement Service at the [European Observatory on Infringements of Intellectual Property Rights](#).

Blanca Arteché joined the European Union Intellectual Property Office (EUIPO) in February 1998. A graduate in Business Administration and Economics, she started her career working for the [EU Commission](#) on Regional Policy. At the EUIPO she has held different positions, including almost ten years as head of the TM registration service (2006-2015), before joining the Observatory and managing the Enforcement Service since 2018.

CHRISTOPHER OLDKNOW



CHRISTOPHER OLDKNOW

Panel “Trade marks & GIs and GIs enforcement”

Chris Oldknow leads [Amazon's](#) public policy engagements in Europe on the Digital Services Act, the Product Liability Directive and IP related files. Chris had previously worked on intermediary responsibility at [NBCUniversal](#) and for the International Chamber of Commerce and had spent several years as an enforcer of [Microsoft's](#) IP rights, working with police, customs, and market surveillance authorities across central and eastern Europe. He is the former chair of [Anti-Counterfeiting Group](#) (ACG) in the UK as well as the data protection committee at [INTA](#), and is an expert at the EUIPO [Observatory](#) International and Intermediaries expert groups. Chris has an LLM from Queen Mary on international and comparative IP and is an English qualified barrister.

VALÉRIE MARIE D'AVIGNEAU



VALÉRIE MARIE D'AVIGNEAU

Panel "Trade marks & GIs and GIs enforcement"

Valérie Marie d'Avigneau, Master in International Business Law Paris IX Dauphine, and Master 2 in Industrial Property Law Paris II Panthéon-Assas, joined the European Commission in 2009. After an extensive career as an Intellectual property expert, first in the private sector in France and then in the Office for Harmonisation in the Internal market (EU Intellectual Property Office – [EUIPO](#) – , in Spain), Valérie is now part of the European Commission team leading on the implementation of the recently adopted EU Regulation on Geographical indication protection for craft and industrial products.

FELICE ASSENZA



FELICE ASSENZA

Panel "Trade marks & GIs and GIs enforcement"

Felice Assenza holds a BS in Agricultural Science. He started his career in 1986 as an Agronomist, involved in designing projects in the field of land improvements and transformations, as well as in the economic evaluation of farms and then as Technical Director of a Horticultural Farm. Since 1992, he has worked in the Ministry of Agricultural, Food and Forestry Policies, in charge of the Common Agriculture Policy. After holding the position of Director General of International and European Union Policies DG, he was appointed the Head of the ICQRF Department (Inspectorate for fraud repression and quality protection of the agri-food products and foodstuffs) at [Ministry of Agriculture, Food Sovereignty and Forest](#), in November 2020.

The department oversees controls pursuant to Regulation (EU) 2017/625, imposing administrative fines in the field of agricultural and agri-food matters under state jurisdiction. It serves as the Enforcement Authority for countering unfair trading practices in business-to-business relationships in the agricultural and food supply chain, as well as in the marketing of agricultural and food products, protecting quality agri-food products on international markets and on the web, authorisation and supervision of private or public Control Bodies for certifying foodstuffs as PDO, PGI and Organic.

AITOR POMARES



AITOR POMARES

Panel “Trade marks & GIs and GIs enforcement”

Aitor Pomares is a partner at the Spanish law firm BERENGUER & POMARES Abogados and legal advisor for the Spanish Association of Geographical Indications, ORIGEN ESPAÑA.

ORIGEN ESPAÑA is composed of 91 different Spanish Geographical Indications of the agri-food sector, representing around 90% of the economic value of the sector.

The main objectives of the Association are to promote the recognition of the role these products play in sustainable development as well as to promote a better and more effective protection of Geographical Indications.

Mr. Pomares has an extensive experience in the field of Geographical Indications. He regularly advises the groups of producers in charge of some of the most relevant Geographical Indications, either from Europe or abroad. His professional experience covers the enforcement of these rights before the competent authorities, but also the drafting of GI specifications or the internal regulations for the group of producers. He has also performed as a consultant for the development of Public Policies in this field and has participated in a number of international projects.

Aitor Pomares is a Law graduate of the Miguel Hernández University of Elche (Spain) and holds a Master's Degree in Intellectual Property and Information Society Law (Magister Lvcentinus) from the University of Alicante (Spain).

He currently chairs the Geographical Indications Committee of ECTA.

ALESSANDRA GRAZIOLI



ALESSANDRA GRAZIOLI

Panel “Significance of GIs worldwide”

Alessandra Grazioli is currently Director of the Lisbon Registry in the Brands and Designs Sector of the [World Intellectual Property Organization](#) (WIPO). Her area of supervision involves the management, development, and promotion of the Lisbon System, as well as the development and management of projects relating to geographical indications. Since taking up her duties with WIPO in 2014, she has worked as Senior Counsellor and then as Director in the Office of the Director General.

Before joining WIPO, she worked at the [Swiss Federal Institute of Intellectual Property](#) first as trademark examiner, then as Senior Legal Advisor, where she was responsible for the coordination of WIPO issues and negotiations on geographical indications. Finally, she worked as Counsellor in charge of intellectual property issues at the Permanent Mission of Switzerland to the [United Nations](#) Office and to the Other Organizations in Geneva. As representative and head of the Delegation of Switzerland, she attended several meetings and negotiations in all fields of intellectual property and on issues relating to governance and budgetary issues at WIPO, WTO (TRIPS and Doha Round negotiations).

MARK KENT



MARK KENT

Panel “Significance of GIs worldwide”

Mark Kent joined the [Scotch Whisky Association](#) (SWA) as Chief Executive in January 2022.

Prior to joining the SWA, Mark was British Ambassador to the Argentine Republic from July 2016 to June 2021. He was previously Ambassador to the Kingdom of Thailand (2012-2016) and Ambassador to the Socialist Republic of Vietnam (2007-2010).

He has served in the British Embassies in Mexico City and Brasilia as well as the UK Representation to the European Union, and [Supreme Headquarters Allied Powers Europe](#) (SHAPE). He graduated in Law from the University of Oxford and gained a Master's degree in European Law and Economics from the Université Libre de Bruxelles in Belgium.

During his career, Mark has focussed on transformational diplomacy and negotiation, communication, and digital engagement. Mark was one of the authors of the 2010 UK Vietnam Strategic Partnership, and the 2016 reset of UK Argentina relations. At the SWA he is focussed on securing sustainable growth of Scotch Whisky, an iconic product which is the UK's biggest food and drink export.

Mark was appointed as a Companion of the Order of St Michael and St George (CMG) in the 2020 Birthday Honours List for services to [British Foreign Policy](#).

He has a postgraduate qualification in Business Administration from the Open University and has language qualifications in Spanish, Portuguese, French, Dutch, Vietnamese, and Thai.

VIRGINIA MELGAR



VIRGINIA MELGAR

Panel “Significance of GIs worldwide”

Graduated in Law from the University of Paris (Paris II Assas), (1981); Graduated in Criminal Sciences from the Institute of Criminology Paris (1980); Judge in France (1982); Public Prosecutor at the [Versailles Court of First Instance](#) (1984-1986); Magistrate at the [Ministry of Justice](#) Criminal division (1986-1991); seconded national expert at the Legal Service of the [European Commission](#) (1991-1994); Lawyer at the Legal Service of the Office for Harmonisation in the Internal Market (Trade Marks and Designs) Alicante (1995-2001); Deputy Director of the General Affairs and External Relations Department of OHIM (2001-2004); Examiner of trade marks at the Trade Marks Department of OHIM (2004-2006); Principal Director Legal Affairs at the [European Patent Office](#) Munich (2006-2011); Lawyer at the cancellation and litigation department of OHIM (2011-2012); Lawyer at the Litigation Department of OHIM (2012 to 2015); Member of the 5th Board of Appeal of OHIM (since 2015); Chairperson of the 5th Board since April 2020; President of the [ESM Administrative Tribunal](#) since 2014. Certified mediator since 2019.

ELISA RODRIGUEZ



ELISA RODRIGUEZ

Panel “Significance of GIs worldwide”

Elisa Rodriguez was born in Granada (Spain). She holds a degree in Political Science and Sociology from the University of Granada, a Diploma of Advanced Studies (DEA) from the EHESS in Paris, and an Executive Master in Public Administration (EMPA) from the Maxwell’s School of Citizenship and Public Affairs (Syracuse University, NY), which she attended as a Fulbright scholar.

She joined the public service in 2010. Throughout her career, she has held management positions within the Ministry of Industry, under different names, and the Spanish Film Institute. She joined the [Spanish Patent and Trademark Office](#) in January 2023. As its Director, she is a member of the Board of Directors of the European Patent Office (EPO) as well as the EU Intellectual Property Office’s Management Board and she represents Spain before the World Intellectual Property Organization (WIPO).

ANTONIO BERENGUE



ANTONIO BERENGUE

Panel “Significance of GIs worldwide”

Mr. Antonio Berengue Reguant is currently the Deputy Director leading the International Cooperation Area at the [EUIPO’s](#) Cooperation and Partnerships Department.

He has extensive experience in this area since joining the Office in 2015, where he led the EU funded area and the first big expansion of project portfolio with the negotiations and kickstart of the new IP Keys LatAm, SEA and China II as well as ARISE+. He also participated in the conceptualisation of the new projects in Africa and elsewhere.

A diverse international career spanning 15 years in DG TRADE, first leading WTO and FTA negotiations on IP issues, particularly on GIs, and as Head of Trade in the Delegations in Vietnam and, later, in Thailand, also covering Cambodia, Laos and Myanmar.

He also participated in some of the last iterations of China’s WTO accession and the early exploratory talks for the EU-CHINA GI Agreement.

Antonio has significant managerial experience first built in the Human Resource area, where he dealt over a period of 6 years with a wide range of issues, including the workforce planning of the Office and HR budget, but also selections, promotions, appraisals, time management and working conditions, as well as salaries.

During that time, Antonio also worked on the EUIPO’s Seconded National Experts (SNEs) program and the first steps on the Seconded EUIPO expert (SEE) program.

Antonio has a background as a jurist, holding a Law degree from University of Barcelona, an MA from the College of Europe, and an LLM from Harvard University. He is a Premio Extraordinario Fin de Carrera from the University of Barcelona (Best Student of the Year) and Fulbright scholar.

ROCÍO PÉREZ SEGURA



ROCÍO PÉREZ SEGURA

Panel “Significance of GIs worldwide”

Rocío Pérez Segura is from Murcia (Spain). She works for the [European Commission](#) (Directorate General for Trade) as a policy officer responsible for international aspects of intellectual property rights (IPR), including the negotiation and implementation of comprehensive IPR chapters in EU bilateral trade agreements with Third Countries, the management of EU-funded IP projects with South-East Asia, or the coordination of the Commission’s Report on the Protection and Enforcement of IPR in Third Countries, among other responsibilities.

She holds a double degree in Law from University Sorbonne of Paris and University Complutense of Madrid. She also holds a master’s degree in Intellectual Property and Information Communication Technology Law and is a Certified Government Auditing Professional.

She has also worked in the private sector as a lawyer and as an auditor in Spain, France, and Belgium. Since 2010, she has been working in the European Commission, including positions in the Directorate-General for Agriculture and Rural Development and in Directorate-General for Trade.

KIERAN MOLLOY



KIERAN MOLLOY

Panel “The importance of CRAFT GIs – opportunities and challenges”

Kieran Molloy is a 6th Generation weaver based in Donegal, on the North West coast of Ireland. They run a weaving mill Molloy & Sons which specialise in producing authentic Donegal tweed. They are director/secretary of the Donegal Tweed Weavers Association a producer group with the aim of promoting Authentic Donegal Tweed and a goal of obtaining a CI GI for Donegal Tweed.

MONIKA KRZEPKOWSKA



MONIKA KRZEPKOWSKA

Graduated in European Studies from the Faculty of Journalism and Political Science at the University of Warsaw and holds a Master's degree in European Public Administration from the University of Maastricht (the Netherlands).

She started her career in public administration in 2003 in the International Affairs Office of the Central Statistical Office.

For almost a decade, she was associated with the Chancellery of the Sejm (lower house of the Polish parliament). For the first time between 2005 - 2006 in the Office of International Affairs, as secretary of the Polish delegation to the Parliamentary Assembly of the Council of Europe, as well as secretary of international parliamentary groups.

In 2007, she started working with the national office of the Civic Platform of the Republic of Poland political party as coordinator of the then created foreign secretariat of this party.

In 2010, she rejoined the Sejm Chancellery as Director General in charge of the Sejm President's Office and then, until 2014 and from 2017 to 2019, advisor to the Chairman of the Foreign Affairs Committee.

Translated with DeepL.com (free version)From 2014 to 2017, he worked at the Ministry of Foreign Affairs, heading the Cabinet and the Minister's Secretariat. Her time at the Ministry coincided with the beginning of the crisis triggered by the Russian aggression in Crimea and, in this context, Poland's key role in building the European Union's position in the face of Russian aggression. In 2015, she was posted to Bratislava, where she served as Director of the Polish Institute. In 2019, she resumed her work at the National Office of the Civic Platform of the Republic of Poland.

Monika Krzepkowska is fluent in English and Spanish. She speaks French and Slovak, and German at a basic level.

She is married and mother of two children.



Geographical Indications Conference 2025

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