



# 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.

# Agenda

TUESDAY, 28 JANUARY 2025

**Master of Ceremony: Elisa Zaera, Deputy Director, Trade Mark, Design and Geographical Indications Examination Area, Business Operations Department, EUIPO**

**8:00-9:00** Registration and welcome coffee

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**9:00 - 9:30** **I. Opening Ceremony**

Speakers:

- João Negrão, Executive Director, EUIPO;
  - Marion Walsmann, Vice-Chair of the Committee on Legal Affairs in the European Parliament and former rapporteur on CIGs;
  - Monika Krzpekowska, Ambassador of Poland in Spain.
  - Christophe Hansen, Commissioner for Agriculture and Food, European Commission;
  - Kerstin Jorna, Director-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission;
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**9:30 - 13:15** **II. The Importance of Geographical Indications**

This session will address the importance of craft GIs for employment, commerce and tourism in the regions and the challenges thereof, as well as the main changes and opportunities regarding the recent reform of the GI system for wines, spirit drinks and agricultural products.

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**9:30-9:50** **Keynote speakers**

- Marion Walsmann, Vice-Chair of the Committee on Legal Affairs in the European Parliament and former rapporteur on CIGs;
  - Martine Pinville, Alternate in the Committee of Regions and former rapporteur on CIGs.
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**9:50-11:15** **Panel I: The importance of craft GIs – opportunities and challenges**

Panel leader:

- Pilar Montero, IP Professor, Director of the Master in Intellectual Property and Digital Innovation, Magister Lvcentinvs, Universidad de Alicante

Speakers:

- Claudia Martínez Félix, Deputy Head of Unit (Intangible Economy), DG GROW, European Commission;
  - Audrey Aubard, General Secretary, Fédération Française des Indications Géographiques Industrielles et Artisanales;
  - Kieran Molloy, Director, Molloy & Sons Weaving Limited, Donegal Tweed;
  - Arnaud Lellinger, Secretary of European Communities Trade Mark Association Geographical Indications Committee;
  - Margarida Matias, Member of the Board, Portuguese Institute of Industrial Property;
  - Amedeo Teti, Head of Department for Markets and Consumer Protection, Ministry of Enterprises and Made in Italy;
  - Ester Olivas, General Director of Entrepreneurship and Internationalization, Ministry of Innovation, Industry, Trade and Tourism, the Government of Valencia Region.
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**11:15-11:30** **Q & A**

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**11:30-12:00** **Coffee break**

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## TUESDAY, 28 JANUARY 2025

### 12:00-13:00 Panel II: Agri GI reform

Panel leader:

■ Ignacio Sánchez Recarte, Secretary General, Comité Européen des Entreprises Vins

Speakers:

■ Paolo De Castro, former European Parliament rapporteur on agri GIs;

■ Karine Gloanec Maurin, former Rapporteur on agri GIs and Member of the European Committee of the Regions;

■ Diego Canga Fano, Acting Deputy Director General, DG AGRI, European Commission;

■ Riccardo Deserti, Director General, Consorzio Parmigiano Reggiano;

■ Javier Maté Caballero, Deputy Director General of Food Quality Control and Agri-food Laboratories at the Ministry of Agriculture, Fisheries, and Food of Spain.

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### 13:00-14:30 Lunch break

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14:30 - 17:45

### III. Lifecycle and Sustainability

This session will cover the practical aspects of managing of GIs during their lifecycle: how to control a product specification (the role of the certification/accreditation in the control), legal protection (nature, scope), ways of working in a trade association (representativity), promotion and third-country GIs. The session will touch on the role of GIs in sustainability.

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### 14:30-16:00 Panel III: Lifecycle of craft and agri GIs

Panel leader:

■ Andrea Zappalaglio, Associate Professor in Intellectual Property Law, School of Law, University of Leeds

Speakers:

■ Laurence Besse, Secretary General, Association for the Limoges Porcelain GI;

■ David Pastva, Director of Crystal Valley project, Regional Development Agency of the Czech Republic;

■ Andru Sandu-Capră, Attorney, Romanian Association of Producers of Salam de Sibiu;

■ Antoine Ginestet, Craft GI Policy Officer, French Patent and Trademark Office;

■ Tamás Kiraly, Policy Officer, DG GROW, European Commission;

■ Céline Keidel, Deputy Head of Unit, DG AGRI, European Commission.

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### 16:00-16:15 Q & A

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### 16:15-16:45 Coffee break

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## TUESDAY, 28 JANUARY 2025

### 16:45-17:45 Panel IV: GIs and Sustainability

Panel leader:

■ Massimo Vittori, Managing Director, oriGIn

Speakers:

■ Armelle Mazé, Senior Researcher, France's National Research Institute for Agriculture, Food and Environment;

■ Cristina Mendes, Deputy Director, CEARTE (Crafts Professional Training Center);

■ Ulrich Adam, Director General, spiritsEUROPE;

■ Laura Miguel Baumann, Secretary General, European Crafts Alliance;

■ Ronald Brohm, Managing Director of REACT (European Anti-Counterfeiting Network).

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### 17:45-18:00 Q & A

18:00

### IV. Closing of Day 1

20:00 - 22:30

### Gala Reception

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## WEDNESDAY, 29 JANUARY 2025

8:30-9:00

### Welcome coffee

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09:00 - 12:45

### V. Agricultural and Craft GIs

This session will first cover the legal aspects of GIs: the coexistence of trade marks and GIs as well as tools, cooperation and producers' experiences in GI enforcement area. Later, GIs at international level will be discussed: the business perspective and experiences of non-EU craft and agri-GI producers, activities of the EUIPO, the European Commission and other EU and international organisations.

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### 09:00-10:30 Panel V: Trade marks, GIs and GI enforcement

Panel leader:

■ Agris Batalauskis, Director, Patent Office of the Republic of Latvia

Speakers:

■ Giuseppe Bertoli, Director of Legal Affairs Department, EUIPO;

■ Charles Goemaere, Director General, Comité Interprofessionnel du Vin Champagne;

■ Christopher Oldknow, Public Policy, EMEA, Amazon;

■ Valérie Marie d'Avigneau, Legal and Policy Officer, DG GROW, European Commission;

■ Blanca Arteché, Observatory Department, EUIPO;

■ Felice Assenza, Head of Department of the Central Inspectorate for Quality Protection and Fraud Repression of Agri-Food Products, Ministry of Agriculture, Food Sovereignty and Forestry, Italy;

■ Aitor Pomares, Legal Advisor, origen España.

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### 10:30-10:45 Q & A

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## WEDNESDAY, 29 JANUARY 2025

**10:45-11:15** Coffee break

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**11:15-12:30** **Panel VI: Significance of GIs Worldwide**

■ Panel leader:

Alexandra Grazioli, Director, World Intellectual Property Organization

Speakers:

■ Mark Kent, Scotch Whisky Association;

■ Virginia Melgar, Chairperson, fifth Board of Appeal, EUIPO;

■ Michel Gonomy, Head of Geographical Indications, Industrial Designs and Other Distinctive Signs, Organisation Africaine de la Propriété Intellectuelle;

■ Elisa Rodríguez Ortiz, Director, Spanish Patent and Trademark Office;

■ Antonio Berengue Reguant, Deputy Director, International Cooperation Area, EUIPO;

■ Rocío Pérez Segura, Policy Officer, DG TRADE, European Commission.

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**12:30-12:45** **Q & A**

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**12:45 – 13:00** **VI. Conclusions and Closure**

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**12:45-13:00** **Closing remarks**

João Negrão, Executive Director, EUIPO

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**13:00-14:00** **Lunch**

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**14:00-19:00** **Social programme**

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