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**Geographical Indications'
Global Forum**

11-12-13 APRIL 2017
PARMA · ITALY



11 April 2017
Programme



11 April 2017 Programme

09:30 Welcome Address

Federico Pizzarotti, Mayor of Parma

Stefano Bonaccini, President of the Emilia-Romagna Region

Phil Hogan, EU Commissioner for Agriculture and Rural Development (video-message)

10:00 Session 1

The Role of Geographical Indications in the European Policy

Opening Speech

Maurizio Martina, Italian Ministry of Agriculture

Keynote Speech

Present and future of GIs in the EU: open issues

Gabriele Canali, Catholic University of the Sacred Heart, Piacenza (Italy)

Round Table

Massimo Vittori, Managing Director
Organization for an International Geographical Indication Network (OriGIN)

Laurent Gomez, General Secretary
Association of European Regions for Products of Origin (AREPO)

Simona Caselli, President
Assembly of the European Regions Producing Fruit and Vegetables and Ornamental Plants (AREFLH)

Leo Bertozzi, Secretary General
Italian Association of Geographical Indications Consortia (AICIG)

Cesare Baldrighi, President
Association of Italian PDO Cheeses (AFIDOP)

Mauro Rosati, Secretary General
Foundation for the Protection and the Valorization of Quality Agri-food Products (QUALIVITA)

Luca Cianfoni, Desk Officer
European Commission DG AGRI

12:30 Concluding Remarks

Paolo De Castro, MEP Vice-Chair Committee on Agriculture and Rural Development, European Parliament



13:00 Lunch Break

14:30 Session 2

**GIs as a model of social, economic and environmental sustainability.
Experiences and open issues.**

Opening Speeches

Sustainability and Geographical Indications: background, actions, policy recommendations.

Filippo Arfini, University of Parma, and **Matthew Gorton**, University of Newcastle

François Casabianca, Senior Researcher INRA Corse

Round Table

Miriam Molina, General Secretary
DOP Queso Idiazabal and Origen España representative

Riccardo Deserti, Director
Parmigiano Reggiano Consortium

Robert Scholz, Lawyer
Bavaria Brewers Association

Gianluigi Ligasacchi, Director ISIT
Association for PDO and PGI deli meat Protection Consortia

Fernando Cano Treviño, Representative for Europe
Tequila Regulatory Council

Gianpiero Calzolari, President
Granarolo Group

Michele Festuccia, Manager System Engineering
Cisco

Branka Tome, Deputy Head of Unit
European Commission DG AGRI

16:30 Session 3

GIs around the world: is the European model becoming global?

Opening Speeches

Catherine Teyssier, FAO Quality and Origin programme coordinator,
Nutrition and Food Systems Division

Elizabeth Mary Barham, Rural Sociologist at University of Arkansas (USA), Executive Director,
AOPA and American Origin products research foundation (AOPRF)

Special Address

CETA, a new perspective for EU-Canada relationship on GIs.

Peter McGovern, Ambassador of Canada to Italy

Round Table

Jiang Qi, Representative of China GIs Authority

Bernard O'Connor, Expert in Trade and Competition Law in EU and WTO Law (TBC)

Philippe Mongondry, Head of Erasmus Mundus Master on Food Identity
ESA, Angers

Sebastiano Sardo, Marketing and Selection Manager at FICO Eataly World

17:30 Concluding Remarks

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