



origo.

Parma, 8 May 2018
Programme

**Origo 2018 edition will be held in connection with Cibus 2018,
the International Food Exhibition that will take place in Parma, Italy, on the 8th May 2018.**

The first ORIGO Global Forum on Geographical Indications held in Parma in April 2017 was a success: over 350 participants from more than 20 countries testify it. The forum has clearly shown that the global and multi-stakeholder approach meets the expectation to create an open and challenging environment where researchers, policy makers, representatives of farmer organization as well as food companies, cooperatives and consortia, international organizations and GI networks, can positively address very diverse topics related to the GI world.

The general aim of the second edition of Origo Global Forum is to strengthen the relationships among these different stakeholders focusing effectively some selected key issues that will be addressed.

Programme

8:45 Registration

9:15 Welcome address

Cesare Azzali, Director of the Industrialists' Association of Parma

Federico Pizzarotti, Mayor of Parma

Stefano Bonaccini, President of the Emilia-Romagna Region

Luigi Polizzi, from the Italian Ministry of Agricultural Food and Forestry Policies

9:45 Session I

Joining tradition and innovation: challenge, need or opportunity?

The issue of innovation is crucial for the agri-food sector: new needs and new opportunities are a challenge for the future of GIs. What kind of innovation is needed and/or useful for GIs in order to strengthen time, tradition, sustainability and competitiveness all at the same time? This session will provide the opportunity for a multi-stakeholder discussion on this topic.

Keynote speech and Chair

Mauro Rosati, Director of Qualivita Foundation

Round table

Theano Vrentzou Skordalaki, Vice-Governor of Crete and President of AREPO

Cesare Baldrighi, President of the Grana Padano Consortium and AICIG

Nicola Levoni, President of the Italian Meat Processing Industry

Simona Caselli, President of AREFLH

Jean Pierre Raynaud, Vice-President Nouvelle Aquitaine and President of the Agriculture Commission Régions de France

10:35 Session II

GIs and sustainability: challenges and opportunities

The issue of sustainability of the agri-food production is one of the most important ones, today and for the next future, and it has relevant implications both in the developed and in the developing countries. However, there is increasing evidence that GIs may represent a very effective tool to achieve many of the Sustainable development goals.

Keynote speech and Chair

Gabriele Canali, Catholic University of Piacenza

Round table

Nicola Bertinelli, President of the Parmigiano-Reggiano Consortium

FAO, Special Advisor

Piteris Charalampos-Nikolaos, Expert of GIs in Crete

Gianluigi Ligasacchi, Istituto Salumi Italiani Tutelati

Carla Scotti, I.ter, Operational Group Pro-viterre – European Innovation Partnership

11:25 Session III

GIs and trade agreements: can we move from bilateral agreements to a broader multilateral scheme?

In this session, a comparison of different approaches followed in various bilateral international agreements (e.g. EU-China, CETA, EU/Japan, etc.) to mutually protect GIs will be presented and discussed with the aim of evaluating their positive effects and limitations and to discuss if and how a general path can be identified in order to move towards a generalized and shared approach.

Keynote speech and Chair

Massimo Vittori, Director of Origin

Round table

Wolf Meier-Ewert, WTO, Intellectual Property Division

Alexandra Grazioli, WIPO, World Intellectual Property Organization

Francis FAY, Head Unit B3 - Geographical Indications in DG Agriculture and Rural Development

Lai Ying, Chief Officer, Geographical Indication Division, Trademark Office, China

Simone Calzi, Legal Expert of the Prosciutto di Parma Consortium

Paolo De Castro, Vice-President of the European Parliament's Committee on Agriculture and Rural Development

12:30 Final Summary and Key Issues

Simona Caselli, Minister of the Emilia-Romagna Region

12:45 Conclusions

Phil Hogan, EU Commissioner

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