



PHIL HOGAN

MEMBER OF THE EUROPEAN COMMISSION
AGRICULTURE AND RURAL DEVELOPMENT

Rue de la Loi, 200
B-1049 Brussels
Tel. +32-2 295 52 86
phil.hogan@ec.europa.eu

Brussels, **23 FEB. 2017**
A(2017)

Dear Sir/Madam,

*Regione Emilia Romagna and the Italian Ministry of Agriculture are organising on 11 and 12 April 2017 in Parma a unique event, the **ORIGO Global Forum**, gathering producers of products protected under Geographical Indications (GIs) from all over the world.*

The first part of the event will be devoted to exchanges of views and experiences between authorities and producers while the second part will be focused on a business-to-business session among producers. This is the link to the official website of the event <http://www.origoglobalforum.com>

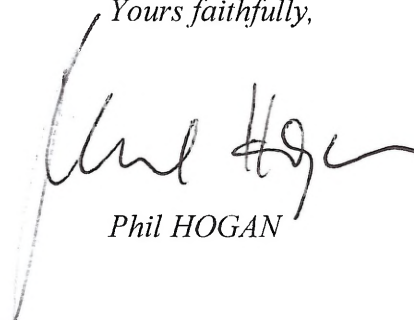
I believe this is a wonderful chance for operators working in the GI sector to meet, make links, share experiences and increase visibility of GIs, with a view to improving marketing and trade performance.

I have no hesitation to recommend to you to attend. I think that it is a unique chance for the operators working with recognized high quality products, from diverse regions and localities, to meet, make links, share experiences and increase visibility with a view to improve their marketing and trade performance.

I very much hope you will take advantage of this opportunity and respond to the invitation to be in Parma on 11-12 April 2017.

I wish every success to this event.

Yours faithfully,



Phil HOGAN