

MINISTRY OF AGRICULTURE, FOOD AND FORESTRY POLICIES OF ITALY

MAURIZIO MARTINA

IS PLEASSED TO INVITE YOU TO THE EVENT

WORLD GENERAL ASSEMBLY OF GEOGRAPHICAL INDICATIONS

The World Assembly of Geographical Indications has the purpose to relaunch the public debate on the GIs and their role in the agri-food system. Institutions, Organizations, Research Institutes, representatives of the producers and other stakeholders are invited to give their contribution on the main topics concerning the GIs System, with the aim to analyze criticalities of the GIs model and the potentials to promote its development.

OCT, **12** 2015
HOURS **10:00**

AUDITORIUM - PALAZZO ITALIA

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PROGRAM

09H40: RECEPTION OF PARTECIPANTS

10H00: OPENING SESSION

- Hon. Luca Sani (President of the Agriculture Committee of the House of Representatives)
- Mr. Gianni Fava (Councillor for Agriculture of the Lombardy Region)

10H15: PANEL I – *Geographical Indications, Sustainable Development and Food Security*

Moderator: Mrs. Florence Tartanac (Group Leader, Market Linkages and Value Chains FAO)

- Mr. Cosimo Lacirignola (General Secretary of International Centre for Advanced Mediterranean Agronomique studies – CIHEAM – *Activities in North Africa and States of Former Yugoslavia*)
- Mr. Lao Reasey (Deputy Director of Department of Intellectual Property, Ministry of Commerce - Cambodia)
- Mrs. Anna Him (Producer of the kampfot pepper, starling farm – Cambodia – Unctad)
- Mr. Abdelwahd Azzoum (Association Marocaine de l'Indication Geographique de l'Huile d'Argan)
- Mr. Ray Augusto Meloni (Director INDECOPI – Perù)

11H15: PANEL II – *Geographical Indications and future scenarios*

Moderator: Mr. Michael Erhart (Head of Unit responsible for Quality Policy)

- Mr. Fernando Cano Treviño (Tequila Regulatory Council)
- Mr. Massimo Vittori (Secretary of Origin Geneva)
- Mr. Ricci Curbastro (President of EU Federation of Origin Wines – EFOW)
- Mr. Laurent Gomez (General Secretary of AREPO)
- Mr. Stefano Inama (expert at UNCTAD - Integrated Framework Office of the Coordinator of Least Developed Countries)

LIGHT LUNCH

14H00: PANEL III – *International Protection of Geographical Indications*

Moderator: Mr. Amedeo Teti (General Director Ministry of Economic Development of Italy)

- Mr. Jean Luc Demarty (General Director Trade EU Commission)
- Mr. David Shark (World Trade Organization - WTO)
- Mr. Giuseppe Liberatore (President Aicig)
- Mr. Jaime Castaneda (Executive Director of the Consortium for Common Food)
- Mrs. Elena Bryan (United States Trade Representative)
- Hon. Paolo De Castro (Committee on Agriculture and Rural Development of the EU Parliament)

Debate Q&A

16H00: CONCLUSIONS

- Mr. Jean Luc Demarty (General Director Trade EU Commission)
- Mr. Jerzy Bogdan Plewa (General Director EU Commission's Agriculture and Rural Development)
- Mr. Carlo Calenda (Vice Minister – Ministry of Economic Development of Italy)
- **Mr. Maurizio Martina** (Ministry of agriculture, food and forestry policies of Italy)