

Strengthening geographical indications

online conference • 25 & 26 November 2020



European
Commission

SAVE THE DATE

DIGITAL CONFERENCE, 25 – 26 /11/2020

“STRENGTHENING GEOGRAPHICAL INDICATIONS”

DG AGRI (DG agriculture and rural development) of the European Commission, together with EUIPO (EU Intellectual Property Office) is organizing ‘*Strengthening Geographical Indications – on-line Conference 2020*’, which will take place on 25-26 November 2020.

This follows up the jointly-hosted Conference of EUIPO and DG AGRI on the intersect between GIs and trade marks held in Alicante in October 2018. At the conclusions of the 2018 conference, it was decided to hold such a gathering, focussed on geographical indications (GIs) as intellectual property rights, at regular intervals.

1. CONFERENCE AIMS

‘*Strengthening GIs – on-line Conference 2020*’ has three principle aims:

- To be the launch-event for the formal, open, internet-based public consultation for the ‘strengthening GIs’ review,
- To incorporate the annual GI controls and enforcement seminar,
- To deepen the dialogue between GI and trade mark practitioners on IP rights.

2. CONFERENCE STRUCTURE

2-day on-line conference comprising:

- plenaries and panels/workshops (each session of 1 hour);
- plenary material available (as webcasts) online for the rest of the event;
- participants able to intervene directly in live sessions – on video or in chat;
- permanent web-based materials, available on-line all the time, highlighting GI developments, notably concerning digital and on-line developments (e-Ambrosia and GI-View). We are investigating giving ‘slots’ to stakeholders if they may be interested to present material or links to websites.

[Link to webpage](#)

3. PARTICIPANTS

- Producers, stakeholders across the food value chain, Member State officials, international and civil society organisation, as well as the interested public will be able to participate and give their views on the different panel sessions.
- Participants and stakeholders will be encouraged to submit written comments, before, during and after the panels and plenaries.

4. TOPICS

4.1. Controls and enforcement

Measures to tackle counterfeiting of GIs and food fraud, at production level, in the market and on the internet, including regulating the use of the PDO/PGI logos

4.2. Intellectual property protection of GIs

Recent case law and practice has thrown more light on GI concepts and rules

4.3. Sustainability and increasing take up of GIs

Meeting demand for GIs to demonstrate social and environmental sustainability, increase take up through better targeted rules and modernise the registration system.

4.4. African GIs – strategy and projects

Overview of increasing role GIs are playing in agricultural development.

4.5. Non-agricultural GIs

Update on preparatory work for a potential EU-level scheme.

ANNEX: CONFERENCE PROGRAMME (PROVISIONAL)

Day 1 : 25 November 2020

Day 2 : 26 November 2020

Day 1 : 25 November 2020 09:00 - 10:00
Opening Plenary
session 1

Panels	
Day 1 : 25 November 2020	
10:30 – 11:30	11:45 – 12:45
session 2	session 3
Controls & enforcement 1: Domain Name System (DNS) and internet	Controls & enforcement 2: policy issues
Sustainability 1: issues	IP protection of GIs 1: case law developments
Non-agricultural GIs 1: issues	Empowering producer groups 1: issues
Increasing attractiveness of GIs 1: issues	GIs in Africa – strategy and projects

Panels	
Day 2: 26 November 2020	
09:30 – 10:30	10:45 – 11:45
session 4	session 5
Controls and enforcement 3: PDO and PGI logos use	Controls and enforcement 4: stakeholder debate
Sustainability 2: stakeholder debate	Empowering producer groups 2: stakeholder debate
IP protection of GIs 2: issues	Modernisation and simplification: stakeholder debate
Modernisation and simplification: ‘REFIT’	Increasing attractiveness of GIs 2: stakeholder debate

Day 2 : 26 November 2020 12:00 - 13:00
Closing Plenary
session 6