



Official Participant

Report Template for EU Events at EXPO

Event Title :	Geographical Indications in a globalised world: a win-win for producers and consumers	Date:	6 July 2015
Event Organiser:	B3/E5		
Event Target Group:	EU and non EU GI producers, Stakeholders, including representatives of interested countries present at Expo Milano, NGO's Media (15 journalists invited at the event)		
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Event Concept

On the premises that GIs are a global phenomenon, 40 GIs producers from the 5 continents came to Milan to tell each other their experience in view of improving their mutual knowledge and exchanging tools and models possibly applicable worldwide.

6 GIs producers (2 from the EU and 4 from outside the EU) were designated to tell their (success) stories in the light of two main aspects:

- 1) how the GIs economy contributes to the social and sustainable development of the rural area concerned, i.e. avoiding delocalization, maintaining bio-diversity and small scale producers, preserving traditional knowledge;
- 2) why and how the GI legal protection system contributes to adding value to GI products while improving their market access (reaching globalised consumers with food which is perceived as more valuable because linked to a local tradition) and what legal and practical problems are encountered from the point of view of producers.

Expected Outcomes

The objective of the seminar was to demonstrate that Geographical Indications (GIs) are not a European concept aiming at creating obstacles to free circulation of goods but a worldwide phenomenon contributing to the development of rural areas and facilitating trade at global level.

The exchange in Milano aimed at increasing mutual knowledge and at providing tools and models to be used and reproduced in different contexts.

Main Conclusions

The result of the seminar was the collect of a number of concrete witnesses confirming, by experience, the universal role and value of GIs in a globalised world as the source of sustainable and social development for the areas concerned and as an instrument with a great potential in world trade. All speakers underlined GI being a driving factor for development of local area in particular generating growth and job while contributing in valorisation of land and regions. They also emphasized GI as increasing visibility, improving market access and boosting prices of the GI products. The commitment and passion of the speakers in performing their interventions touched the audience. It was a further demonstration of the importance of the human aspect in the GIs telling.

What follow-up actions emerged from this event?

The event should be repeated. The added value was in the opportunity for the GI's producers to directly contact each other, to networking, to feel part of a community. Chances to organise similar meetings in Brussels in the future should be investigated.