



Official Participant

Report Template for EU Events at EXPO

Event Title :	A common control culture for geographical indications: a multi-level and multidisciplinary approach, best practice, public and private enforcement and the help of science	Date:	1 October
Event Organiser:	B3/E5		
Event Target Group:	Representatives from all Member States, public authorities, private sector, scientists and journalists.		
Rapporteur:	Natalie NATHON		
Event Concept			
<p>DG AGRI is competent for the registration of designations of origin (PDO) and geographical indications (PGI), which are intellectual property rights. Once registered, names enjoy a high level of protection in the European Union. The increasing value of products with PDO and PGI also increases the risk of fraud and infringements. Protection of PDO and PGI for food, wine and spirit drinks lies at the cross-roads of the fight against food fraud and infringements of intellectual property rights (IPR).</p>			
<p>This seminar examined the potential for a multidisciplinary approach to stop infringements and to make the IP enforcement with respect to PDO/PGI more powerful.</p>			
<p>The objective of the seminar was to stimulate a flow of ideas how fraud and infringements are detected and prevented on the ground: at production level, in the market place or at ports of entry into Europe.</p>			
<p>For that reason public authorities, private sector specialists and scientists responsible for legislating, detecting and preventing fraud and working on scientific methods with respect to fighting food fraud and protecting intellectual property were brought together.</p>			
Expected Outcomes			
<p>Learning and exchanging knowledge on the detection/prevention of fraud and infringements related to geographical indications and designations of origin in the EU.</p>			
Main Conclusions			
<p>Some 80 experts from Member States, lawyers, scientists and stakeholders from the European Union met in Milano, Italy on October 1, 2015. The aim of the seminar, the first of its kind, was to map out a multidisciplinary pathway towards a common control culture to address the growing challenge for ensuring production and commercialisation of products bearing geographical indications.</p>			
<p>The presentations covered a wide range of aspects of the protection and control of geographical indications: the role of the European Commission, the current legal background and case-law in the field of industrial property, as well as with the developments in the field of food authenticity testing and traceability.</p>			
<p>Facing challenges such as detection of food fraud and infringement of intellectual property rights it makes sense to tackle these issues jointly with respect to geographical indications, and to bring together all concerned parties to find the answers and solutions we need.</p>			
<p>The seminar was a success, experts with different background got to know each other's challenges and</p>			

urged the need to cooperate and strengthen the relationships in the future.

What follow-up actions emerged from this event?

Further similar trainings and dissemination of IPR/control related information shall be encouraged between Member States.

To ensure a follow-up, DG AGRI shall launch activities in the next years to prepare the way for even more substantial cooperation in the future in the field of food fraud and IPR infringements involving all Member States.

The conference results will be presented during the next weeks in different committee meetings.