



GISMART

AGENDA

**Geographical Indications: Consumer Perceptions
and Future Perspectives**

20/11/2025

11:45 – 13:15

Martin's Hotel Brussels EU, Boulevard Charlemagne 80, Brussels

Organized by:



In collaboration with:



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the European Union**

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Summary

This workshop will explore how consumers perceive Geographical Indications and whether these products are truly recognised as a mark of higher quality compared with non-GI goods. The discussion will also look at how current labelling can be improved to make GIs more visible and understandable, and at possible changes to the EU's marketing and promotion strategies to better connect with consumers.

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11:45 | Welcome & Introduction

- Opening remarks and objectives of the workshop – Davide Esposito, SAFE

11:50 | Presentations

- Overview of the GI-SMART project – Celine Raimbert, INRAE
- Research Focus 4, Results from the World Café discussions - Cezara Nicoara, Newcastle University
- GI SMART Community Platform – Giulia Scaglioni, AREPO
- Presentation of the GI Toolkit - Chiara Mignone, European Commission

12:30 | Panel Discussion & Interactive Session

Moderated by Natasha Foote, Journalist

- Representatives of consumer organisations:
 - Laura Pulcini, ADOC Associazione Difesa Orientamento Consumatori
 - Andrey Velchev, Consumers Association Bulgaria
 - Julie Abraham, Bio Consom'acteurs

During the panel, Natasha Foote will present questions for the audience via Mentimeter.

13:10 | Wrap-up & Closing

- Summary of key insights from the discussion – Luigi Tozzi, SAFE



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