The Association of European Regions for Products of Origin
is glad to invite you to the 6th edition of its

European event
on quality and origin products

On Thursday, **April 23, 2026**

At the common House of Hessen, Emilia-Romagna, Nouvelle-Aquitaine and Wielkopolska
Rue Montoyer, 21 - 1000 Brussels

2.00 PM - 6.30 PM | **EU high level conference:**
"From research to action: guiding future EU Policies to enhance territorial impacts of Geographical Indications"

7.00 PM - 10.30 PM | **GI sampling**

In collaboration with

The event is organised in collaboration with the GI SMART project, funded under the Horizon Europe programme, which aims to provide evidence-based recommendations to strengthen the contribution of GIs to sustainable territorial development and the objectives of the EU Farm to Fork strategy. This event constitutes the third meeting of the GI SMART EU MAP.

The **Association of European Regions for Products of Origin (AREPO)** is a network of European Regions and producer associations that deals with products of origin and EU quality schemes. It represents 36 Regions from 6 countries and 850 producer associations for over 60% of EU Geographical Indications.

Programme

Moderator: **Ms. Juliane SCHÄFER**, Key Account Manager, Givaudan & 6th-generation winegrower, Weingut Klosterhof

2.00 - 2.30 PM | **REGISTRATION AND WELCOME COFFEE**

2.30 - 2.40 PM | **WELCOME ADRESS**

Mr. Raffaele FITTO, Executive Vicepresident for Cohesion and Reforms, European Commission [video message]

Mr. Alessandro BEDUSCHI, President of AREPO and Regional Minister for Agriculture, Food Sovereignty and Forestry of Lombardia

2.40 - 4.10 PM | **1ST ROUND TABLE:** "From sustainability practices to consumer perceptions"

2.40 - 3.05 PM | **OPENING PRESENTATIONS**

Scientific perspective from GI SMART project, **Dr. Matthew GORTON**, Professor of Marketing, Newcastle University

3.05 - 4.10 PM | **ROUND TABLE**

Mr. Luigi TOZZI, Deputy Director of SAFE [GI SMART partner]

Ms. Cristina RUEDA CATRY, Head of Unit F.1 External communication and promotion policy, DG AGRI, European Commission

Ms. Katerina ZOGRAFOU, Vice Governor of the Regional Unit of Halkidiki, Region of Central Macedonia

Mr. Klaus HOFFMANN, Legal representative for the "Bayerisches Bier" PGI, "Münchener Bier" PGI and "Oktoberfestbier" PGI

Ms. Julia DE CASTRO, Project Manager, CNAOL

Question & answers

4.10 - 4.40 PM | **COFFEE BREAK**

4.40 - 6.00 PM | **2ND ROUND TABLE:** "Public policies supporting territorial development through Geographical Indications: lessons learnt and future strategies"

4.40 - 4.55 PM | **OPENING PRESENTATION**

Scientific perspective from GI SMART project, **Dr. Armelle MAZÉ**, Senior Researcher in Economics, INRAE

4.55 - 6.00 PM | **ROUND TABLE**

M. João ONOFRE, Head of Unit F.3 on Geographical Indications, DG AGRI, European Commission

Ms. Temanuata GIRARD, Treasurer of AREPO and Vice-President for Agriculture and Food of Centre-Val de Loire

Mr. Alessio MAMMI, Regional minister for Agriculture and Agri-Food and Relations with the EU of Emilia-Romagna

Mr. Francesco PAOLICELLI, Regional Minister for Agriculture and Rural Development of Puglia

M. Charles DEPARIS, President of oriGIn EU and raw milk producer for "Pont-l'Évêque" PDO and "Camembert de Normandie" PDO

Question & answers

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LinkedIn: AREPO Quality

6.00 - 6.30 PM | **CONCLUSIONS & INAUGURATION OF THE GI SAMPLING**

Mr. César SALDAÑA, Vice president of AREPO for the College of Producers' Representatives and President of CADO

Mr. Carlo FIDANZA, Vice-Chair of the Intergroup on Wine, Quality Foodstuffs and Spirits, MEP, European Parliament [video message]

Mr. Benoit CASSART, Member of the Intergroup on Wine, Quality Foodstuffs and Spirits, MEP, European Parliament

Mr. Herbert DORFMANN, Member of the Intergroup on Wine, Quality Foodstuffs and Spirits, MEP, European Parliament

Simultaneous translation will be provided in
English, **French**, **German**, **Greek**, **Italian** and **Spanish**

7.00 - 10.30 PM | **GI SAMPLING**

List of stands | Participating AREPO member regions

France	Italy	Greece
Auvergne-Rhône-Alpes	Emilia-Romagna	Épiros
Bourgogne-Franche-Comté	Liguria	Kentrikí Makedonía
Bretagne	Lombardia	Kríti
Centre-Val de Loire	Piemonte	Thessalía
Corse	Puglia	
Nouvelle-Aquitaine	Toscana	
Occitanie	Valle d'Aosta	
	Veneto	

Spain	Germany
Andalucía	Baden-Württemberg
Castilla y León	Bayern
Catalunya	

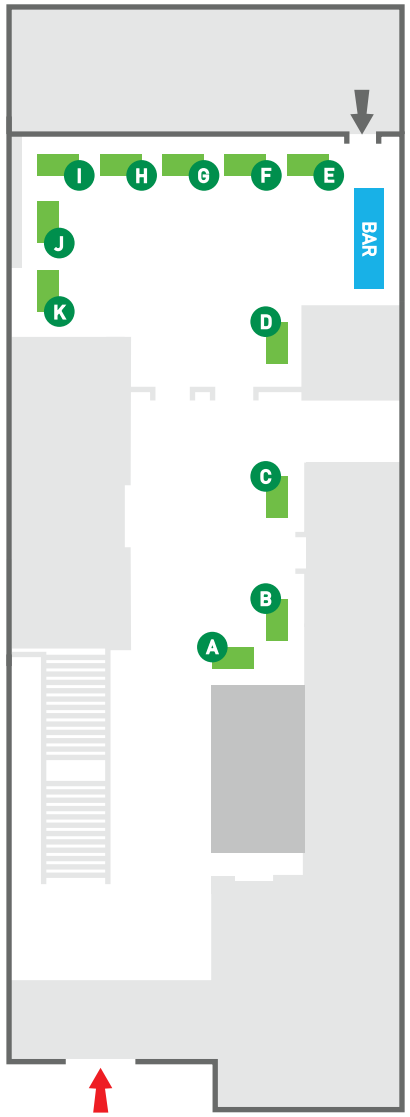
AREPO
ASSOCIATION DES RÉGIONS EUROPÉENNES DES PRODUITS D'ORIGINE

6th edition of the **European event** on Quality and Origin products

In collaboration with GISMART

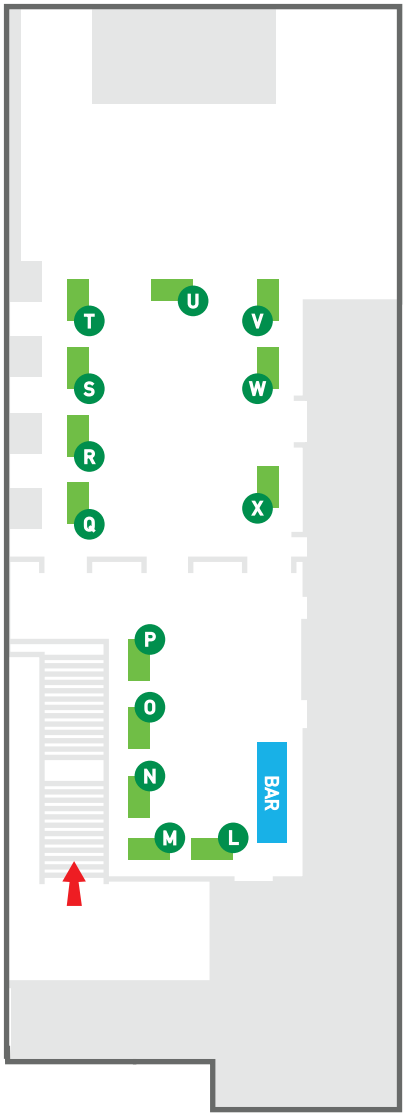
April 23, 2026
2.00 PM | 10.30 PM
Brussels

GROUND FLOOR



- **A** Catalunya
- **B** Auvergne-Rhône-Alpes
- **C** Valle d'Aosta
- **D** Nouvelle-Aquitaine
- **E** Emilia-Romagna
- **F** Kentrikí Makedonía
- **G** Lombardia
- **H** Andalucía
- **I** Liguria
- **J** Centre-Val de Loire
- **K** Bayern

FIRST FLOOR



- **L** Corse
- **M** Castilla y León
- **N** Baden-Württemberg
- **O** Toscana
- **P** Thessalía
- **Q** Bretagne
- **R** Piemonte
- **S** Occitanie
- **T** Puglia
- **U** Épiros
- **V** Veneto
- **W** Bourgogne-Franche-Comté
- **X** Kríti