MARCH 2026



GI SMART

EU MAP NEWSLETTER

AREPO
EUROMONTANA



WELCOME TO THE EU MAP

We're delighted to have you on board!

This European wide Multi-Actor platform (EU MAP) connects producers, practitioners, policymakers, researchers, regional authorities and many other stakeholders from across Europe and beyond, all united by a shared interest in the future of Geographical Indications. Our goal is to foster collaboration, share knowledge, and support meaningful dialogue around GI policies, practices, innovation, and territorial development.



WHAT'S NEW?
Our official launch in Brussels

The platform was officially launched during the "Geographical Indications Conference. A Producers' Vision for the EU Action Plan on Geographical Indications & Launch of the GI SMART Community Platform", organised by AREPO, EFOW and oriGIn EU, held in Brussels on 25–26 June 2025.

The high-level conference gathered more than 200 stakeholders from 24 countries. This event was conceived as the first real moment of exchange for and within the Platform, placing producers at the centre. Representatives from 16 Member States and from different GI sectors formed the core of the panels, sharing experiences, challenges, and forward-looking proposals.

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LAUNCH IMPACT!

The launch had immediate impact!

- Platform **registrations increased by over 15%**, from 224 to 258;
- A total of **206 stakeholders joined the EU MAP** by the end of June 2025;
- **Media visibility** and social media outreach helped expand the audience and interest;
- Numerous producer organisations, policymakers and networks expressed interest in future collaboration.

WHO ARE THE MEMBERS?

Today, the platform counts 327 registered stakeholders, confirming strong early engagement and momentum across the MAPs. The platform gathers stakeholders from over 25 countries, representing:

- 97 GI producers or producer groups,
- 73 public authorities (national, regional, and local),
- 57 research institutes,
- 18 NGOs,
- plus advisors, control bodies, EU institutions and networks, and consumer organisations.

This diversity ensures a broad, multi-actor dialogue that reflects the complexity of GI systems.



Read the event report

WHAT COMES NEXT?

Your active participation is what makes this community valuable and we encourage you to take part actively! The good news is that several new opportunities to engage are already on the horizon:



Workshop for Policymakers, producers and experts

From Recognition to Value: Strengthening GI Producers Groups Across the EU

25 June 2026, Brussels

At a time of evolving EU policy and a renewed legal framework for Geographical Indications, this one-day European workshop will offer a dedicated space to reflect on how GI producer groups can be better recognised, structured and supported to unlock their full potential:

AGENDA

Morning – Policy and governance framework

- Presentation of the Committee of the Regions study on how local and regional authorities support GI development
- Exchange with Members of the European Parliament on the EU GI Action Plan and broader policy perspectives, including the post-2027 CAP

Morning - National recognition systems

- Sharing of experiences with Member State administrations on national systems for recognising GI producer groups

Afternoon – Producers' perspectives and practical experience

- Interactive roundtables with GI producer groups from the wine and food sectors



Learn more



The AREPO European Event on Quality and Origin Products

23 April 2026, Brussels.

A major European gathering to celebrate the excellence of origin products through sensory discovery.



AREPO's flagship event returns to Brussels, offering regions, GI producers and EU institutions a unique opportunity to experience the richness of Geographical Indications first-hand.

2026 Focus

The 6th edition will feature:

- A high-level conference in the afternoon entitled "From research to action: guiding future European policies to strengthen the territorial impact of GIs";
- Followed in the evening by a tasting of regional quality products from AREPO member regions.

The GI SMART project is pleased to announce its collaboration in the 6th European event on quality and origin products. The event will constitute the third meeting of the EU MAP.

Learn more



ANY QUESTIONS?

If you have any requests, questions, or would like to submit an event or any other relevant information, please contact AREPO, coordinator of the European multi-stakeholder platform!

Contact us

You will receive more details soon on all upcoming activities and we will make sure you're informed every step of the way.

Once again, welcome to the GI SMART Community Platform! If you have any questions or suggestions, please don't hesitate to reach out.

We look forward to building this vibrant and collaborative community with you.
Best regards,

The GI SMART team