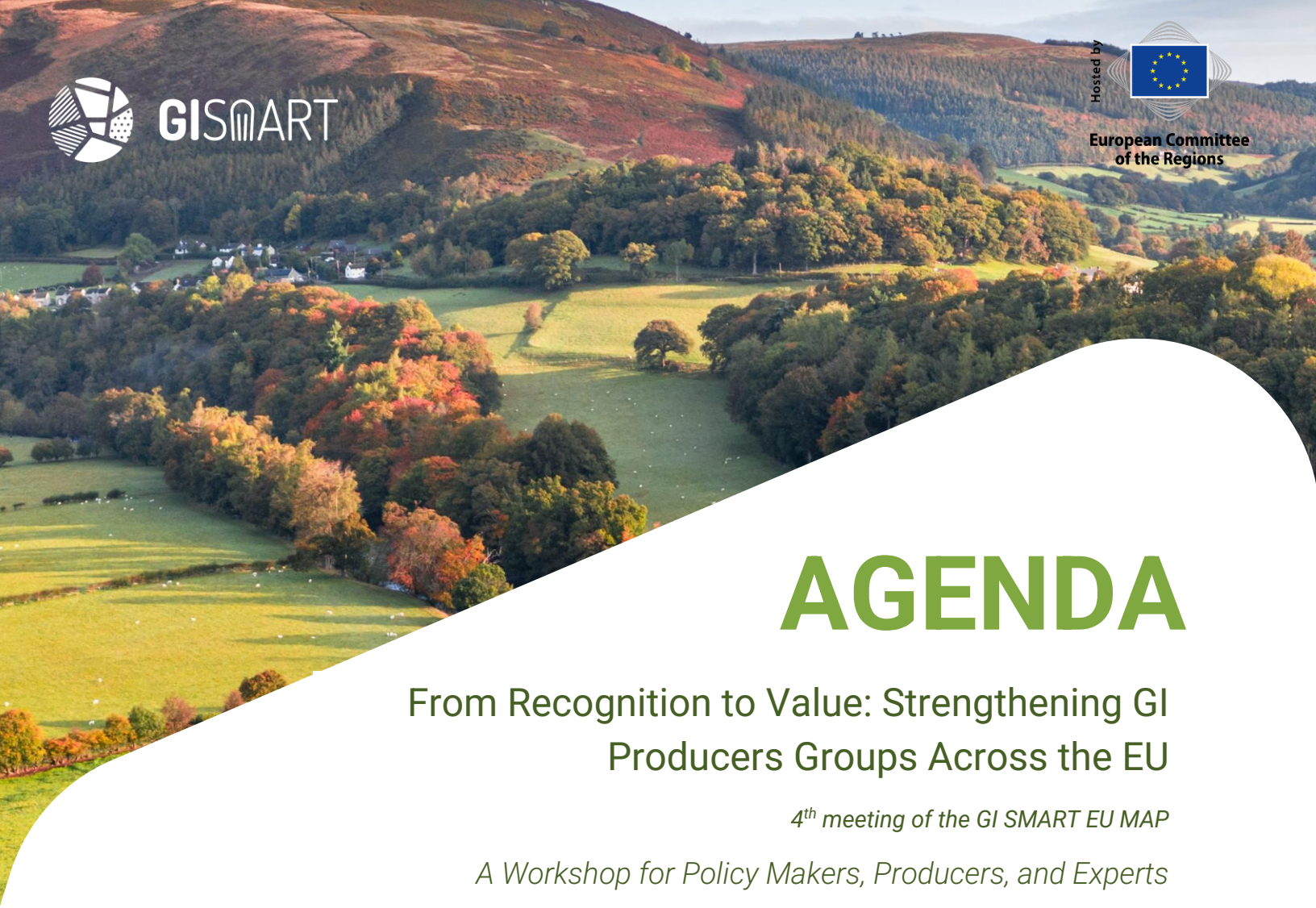


GISMART

Hosted by
European Committee of the Regions

AGENDA

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

4th meeting of the GI SMART EU MAP

A Workshop for Policy Makers, Producers, and Experts

25 June 2026, Brussels

European Committee of the Regions, Room JD 51
Rue Belliard 99/101 - 1040 Brussels

GI SMART is a 4-year research project that will provide evidence-based recommendations to strengthen the contribution of geographical indications (GIs) to sustainable territorial development and the objectives of the EU Farm to Fork strategy. To achieve this, GI SMART will develop tools and methodologies to foster the implementation of sustainability strategies by GIs producers, ensure their recognition by consumers, and formulate policy recommendations for a better design of GI policies.

AREPO EFOW oriGIn EU INRAE

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Event Description

Geographical Indications play a central role in the competitiveness, sustainability, and identity of European agri-food production. At a time of evolving EU policy and a renewed legal framework for GIs, this one-day European workshop will provide a dedicated space to reflect on how GI producer groups can be better recognised, structured, and supported to unlock their full potential.

The morning sessions will focus on the policy and governance framework shaping the future of GIs. The event will open with the **presentation of the European Committee of the Regions study *"How Local and Regional Authorities Support the Recognition and Development of Geographical Indications in their Territory"*,** with a particular focus on agricultural GIs.

Following the entry into force of the 2024 EU GI Regulation, which introduces a distinction between producer groups and recognised producer groups, the workshop will also provide a **platform to compare national systems for the recognition of GI producer groups**, through a sharing of experiences with national administrations across EU Member States.

The afternoon will be dedicated to producers and practical experience. Through interactive roundtables, GI producer groups from the wine and food sectors will share concrete approaches **to regulating production potential, creating value, and preserving the value generated by GIs**, highlighting the evolving roles, tasks, and responsibilities of producer groups in different national and sectoral contexts.

The European Committee of the Regions (CoR) is hosting the event but is not responsible for its content.

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08:15 – 09:00 | Registration

09:00 – 09:10 | Welcome Address
Karine Gloanec Maurin, Member and Rapporteur, European Committee of the Regions (CoR)

09:10 – 09:40 | CoR Study on Local and Regional Authorities Support for GIs
Timothy Yu-Cheong Yeung, Research Fellow, CEPS

09:40 – 12:30 | Recognition of GI Producer Groups Across EU Member States

Moderator: **Oliver Beucherie**, Oliver BEUCHERIE Conseil

Introduction: **Armelle Mazé**, Senior Researcher in Economics, INRAE

Isabelle Ouillon, Ministry of Agriculture, Agri-Food and Food Sovereignty of France
Christian Busse, Federal Ministry of Agriculture, Food and Regional Identity of Germany
Alexandra Petropoulou, Ministry of Rural Development and Food of Greece
Vincenzo Carrozzino, Ministry of Agriculture, Food Sovereignty and Forestry of Italy
Carlos Carvalho, Ministry of Agriculture and Maritime Affairs of Portugal
Mónica de Santos Carretero, Ministry of Agriculture, Fisheries and Food of Spain

Conclusion: **César Saldaña,** Vice president of AREPO

12:30 – 14:00 | Lunch Break

14:00 – 17:30 | Roundtables: How GI Producer Groups Can Improve Competitiveness

Introduction: **Charles Deparis,** President of oriGIn EU

Regulating the Production Potential

Moderator: **Miguel García Navarro**, Deputy Head of Unit E.2 on Wine, spirits and horticultural products, DG AGRI, European Commission
Riccardo Deserti, PDO Parmigiano Reggiano
Miguel Sanz Cabrejas, PDO Ribera del Duero

Creating Value

Moderator: **Teresa Pais Coelho**, oriGIn Portugal/Qualifica
Gualberto Ricci Curbastro, PDO Franciacorta
Cécile Podeur, PDO Pélardon

Preserving the Value Created

Moderator: **Fabien Santini,** Head of Unit E.1 on Governance of the agri-food markets, DG AGRI, European Commission
Stephane Gabard, PDO Bordeaux
Klaus Hoffmann, PGI Bayerisches Bier

Conclusion: **Riccardo Ricci Curbastro,** President of EFOW

Interpretation available in: DE | EL | EN | ES | FR | IT

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About the organisers

AREPO, the Association of European Regions for Products of Origin (www.arepoquality.eu), is a network of regions and producer associations that deals with products of origin and EU quality schemes. It represents 33 European regions and over 800 associations of producers for over 60% of European GIs.

EFOW, the European Federation of Origin Wines (www.efow.eu), is the Brussels-based organisation representing PDO and PGI wines towards European institutions. As the voice of origin wines, its' mission is to protect and promote the GI concept in all policy areas.

INRAE, L'Institut national de recherche pour l'agriculture, l'alimentation et l'environnement (www.inrae.fr), is France's public research institute dedicated to agriculture, food, and environmental sciences. It is the scientific coordinator of the EU project GI SMART on the contribution of Geographical Indications to sustainability and smart territorial development.

oriGIn EU is the European branch of the global alliance of GIs (https://www.origin-gi.com/web_articles/origin-eu/). Its mission is to ensure better protection and promotion of GIs. oriGIn EU represents individual European GIs groups as well as national GIs organisations.

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