

European Commission Public conference

***Geographical indication ('GI') protection for non-agricultural products:
What do we learn from the public consultation? What's next?***

Albert Borschette Conference Centre, room AB-0A

**Brussels, 19 January 2015
9.30 – 17.30**

Draft Programme

9.30 – 10.00 *Registration and coffee*

10.00 – 10:15 – Welcome address

INTRODUCTION – Consultation's first results: any lessons we can already draw?

10.15 – 11.15 – Presentation of the results of the public consultation
– Q&A

PANEL 1 – 'WHY?' – A case for action at EU level? Viewpoints from different angles

11:15 – 13:00 – The producers' views: challenges and expectations
– GIs vs. Trade marks: conflict or complementarity?
– The international dimension: would the EU be better off?

Roundtable discussion, followed by Q&A

13.00 – 14.30 - *Lunch break*

PANEL 2 – 'WHAT?' – Scope of protection, substantive requirements: what challenges?

14.30 – 15:45 – Territorial linkage
– Quality requirements
– Prevention of abuses
– Experience from national systems

Roundtable discussion, followed by Q&A

15.45 – 16.00 - *Coffee break*

PANEL 3 – 'HOW?' – Implementation: how best to ensure effectiveness and efficiency?

16.00 – 17.15 – Conceptual and procedural options
– What interplay between national and EU levels
– Financial aspects

Roundtable discussion, followed by Q&A

17.15 – 17.30 – Closing remarks