



**Renew Europe Conference on the launch of the EU
Geographical Indication (GI) protection system for craft and
industrial products (CIP)**

Wednesday 2 March 2022, 14:30 to 17:00

Webinar

Agenda

Interpretation provided in FR/EN/IT

14:30 Opening remarks

- **Mr Thierry Breton**, Commissioner for Industry and Single Market
- **MEP Stéphane Séjourné**, President of the Renew Europe group

14:45-15:20 Launch of the GI protection for craft and industrial products: A new asset for the EU (*Moderator: MEP Nicola Danti*)

- **MEP Nicola Danti** (former EP negotiator on GI during the 8th legislature): *A strong demand for EU CI GIs*
- **Mr Kamil Kiljanski** (Deputy Director DG GROW, European Commission): *A flexible and efficient EU CIP GI scheme*
- **Mrs Martine Pinville** (Rapporteur on GI, Committee of the Regions): *For the regions: growth and opportunities in the aftermath of COVID19*
- **Mr Christian Archambeau** (Executive Director of the European Union Intellectual Property Office - EUIPO): *The benefits of moving from a national system of IGIA to a European one*

15:20-15:40 Q&A

15:40-16:30 GI protection for craft and industrial products: A new asset for SMEs at European and international levels (*Moderator: MEP Dita Charanzová*)

- **Mr Michael Niejahr** (Deputy Director General DG AGRI, European Commission) *CIP GI protection: complementing the AGRI reform & a new asset at international*
- **Mr Fabrice Descombes** (President of the French Association for Industrial and Craft Geographical Indications - AFIGIA, and producer of stones from Burgundy) *Expectations and feedbacks from industry*
- **Mr Frithjof Michaelsen** (Senior Research Manager at VVA Economics & Policy, Author of the Economic (2020) and Enforcement (2021) studies for the European Commission) *An economic asset for consumers, producers and artisans: local job provider, reducing the problem of tourism seasonality etc.*
- **Mr Dario Costantini** (President of Italia's Confederazione Nazionale dell'Artigianato - CNA) *The SMEs' perspective*
- **Mr Muiris Kennedy** (on behalf of the Design & Crafts Council Ireland - DCCoI) *Insights from the fields, a pathway to sustainability*

16:30-16:45 Q&A

16:45 Closing Remarks

- **Ms Maive RUTE** (Deputy Director-General DG for Internal Market, Industry, Entrepreneurship and SMEs, European Commission)
- **MEP Dita Charanzová** (Vice-President of the European Parliament)
- **MEP Adrián Vázquez Lázara** (Chair of the Legal Affairs committee, European Parliament)