



## EU INVESTMENT FOR TRANSFORMATION



# PROGRAMME

- 09:00 - 09:05** Opening: John Purchase, Moderator
- 09:05 - 09:15** Introductory Remarks  
Emily Mphahlele, Department of Trade, Industry and Competition  
EU Delegation to South Africa
- 09:15 - 09:45** GIs, certification marks and collective marks – are they serving different purposes and value propositions?  
Katarina Kompari, IP Legal Specialist, Legal Department, European Union Intellectual Property Office  
Fleurette Coetzee, SA Trade Marks Office  
Giorgio Bocedi, Legal counsel of Parmigiano Reggiano
- 09:45 - 10:15** Practical aspects related to the registration of a GI in the EU with reference to:  
  - Determining product standards
  - Functional relationship with certification/control bodies
  - Costs
  - Length of application process
  - Dealing with opposition
 Enikő Kelemen-Zobor, Policy Officer - Geographical Indications Ministry of Agriculture Department of Wine and Horticulture Wine and Geographical Indications Unit  
 Marthane Swart, South African Rooibos Council
- 10:15 - 10:20** Break
- 10:20 - 11:00** The value of a GI as a marketing tool in the domestic and export market and how to protect a GI against misuse  
 Comté Cheese Association Representative  
 Wine Industry Representative (tbc)  
 Carleen Madigan/ Miriam Mooney, Legal Advisor, Irish Whiskey Association
- 11:00 - 11:30** Consumer demand for GI-products from the viewpoint of retailers and the role of retailers in protecting the consumer against counterfeit products  
 EU retailer (tbc FR speaker) + EU experiences with Japan retailers- (tbc)  
 SA Retail Industry Representative (tbc)
- 11:30 - 11:35** Break
- 11:35 - 11:45** Use of GI-products as ingredients  
 Natalie Nathon, DG AGRI
- 11:45 - 11:55** Questions and Answers
- 11:55 - 12:00** Remarks: Moderator
- 12:00** Close



## The value of Geographical Indications for the agricultural value chain

The workshop will focus on the potential benefits and value of a Geographical Indications (GI) registration for producer organisations, apart from registering a collective and/or certification mark. South African and European Union (EU) beneficiaries of GI-protected products will share their experiences in using GIs as part of their marketing and export strategies. They will also reflect on how to protect their GIs against misuse.

The workshop will also address the benefits of GIs for other stakeholders in the value chain and explore the use of GI-products as ingredients in other products. Retailers from South Africa and the EU will reflect on consumer demand for GI-protected products and their role in the protection of GI-products against misuse and counterfeiting.

**DATE** 19 October 2021  
**TIME** 09:00 - 12:00



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