



## **EUROPEAN EVENT ON QUALITY AND ORIGIN PRODUCTS**

THE FORUM OF EUROPEAN REGIONS AND PRODUCERS ASSOCIATIONS

MARCH, 21<sup>st</sup>, 2018 2.30 PM | 11.00 PM

At the common House of Emilia-Romagna, Hessen and Nouvelle-Aquitaine 21, Rue Montoyer – 1000 Brussels

# 3.00 PM | 6.30 PM - CONFERENCE "A NEW CAP FOR HIGH QUALITY PRODUCTS" 7.00 PM | 11.00 PM - TASTING OF REGIONAL QUALITY PRODUCTS





The event is organised in the framework of the AGROSMARTcoop "Space for the integration, competitiveness and intelligent economic growth of agri-food cooperatives in the SUDOE rural areas", a European project cofinanced by the Interreg Sudoe programme which aims to attenuate the disadvantages of rural areas belonging to the Sudoe and to promote their development through the support of their agri-food cooperatives.

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The **Association of European Regions for Products of Origin** - AREPO - is a network of Regions and producer associations that deals with products of origin and EU quality schemes. It represents 32 Regions from 8 European countries and 700 associations of producers for over 50% of European GIs.





### **PROGRAMME**

## 2.30 PM | REGISTRATION AND WELCOME COFFEE

#### 3.00 PM | WELCOME ADDRESS

Theano Vrentzou-Skordalaki, President of AREPO, Vice-Governor of Crete

#### 3.15 PM | Session 1: Tools and strategies for the valorisation of quality and origin products

Opening speech: Vincent Labarthe, Vice-president of Occitanie in charge of Agriculture

AGROSMARTcoop "Space for the integration, competitiveness and intelligent economic growth of agri-food cooperatives in the SUDOE rural areas": objectives and main results of the project, **José Severino Montes Pérez**, President, AGACA

The key factors of the intelligent marketing strategy of geographical indications, **Jesús González Vázquez**, President, Origen España

The contribution of geographical indications to rural development dynamics: the evidences of research, **Claire Cerdan**, CIRAD and member of Scientific Committee of AREPO

#### 4.15 PM | Session 2: How to better support quality and origin products in the Common Agricultural Policy?

#### 4.15 PM - 4.45 PM | OPENING SPEECHES

"A new CAP for high quality food": AREPO position on the future of CAP post 2020, Laurent Gomez, Secretary General, AREPO

Nathalie Sauze-Vandevyver, Director Quality, Research & Innovation, DG AGRI, European Commission

Herbert Dorfmann, MEP, Member of COMAGRI, Rapporteur on the Communication on "The Future of Food and Farming"

#### **4.45 PM – 6.00 PM | ROUND TABLE WITH REGIONAL REPRESENTATIVES**

Introduction: Claude Vermot-Desroches, President of oriGln and President of the Comité Interprofessionel du Comté

Moderator: Massimo Vittori, Managing Director, OriGln

Simona Caselli, Regional Minister of Agriculture, Emilia-Romagna

Olivier Allain, Vice-president of Bretagne in charge of Agriculture

Patricia Maussion, Vice-president of Pays de la Loire in charge of Agricultural Promotion and Valorization of Regional Products

Peli Manterola, Director of Quality and Agri-food Industries of the Basque Government

Kostantinos Agorastos, Governor of the Region of Thessaly and President of the Union of Greek Regions

Giorgio Ferrero, Regional Minister of Agriculture, Piemonte

**QUESTIONS AND ANSWERS** 

#### 6.00 PM - 6.30 PM | CONCLUSIONS

Theano Vrentzou-Skordalaki, President of AREPO, Vice-Governor of Crete

Paolo De Castro, MEP, First Vice-President of COMAGRI, European Parliament

**Phil Hogan**, Commissioner for Agriculture and Rural Development, European Commission (tbc)

#### 7.00 PM | INAUGURATION OF THE PRESENTATION AND TASTING OF REGIONAL PRODUCTS

Simultaneous translation will be provided into English, French, Greek, Italian and Spanish.