

INVITATION

Strengthening geographical indications

online conference • 25 - 26 November 2020



Dear Sir/Madam,

The European Commission (DG AGRI - Directorate-General Agriculture and Rural Development) together with EUIPO (European Union Intellectual Property Office) are organising 'Strengthening Geographical Indications (GIs) – on-line Conference 2020', which will take place on 25-26 November 2020.

Following the success of the jointly-hosted Conference of EUIPO and DG AGRI held in Alicante in October 2018, the 2020 edition of the Conference will bring together the GI and trade mark IP rights practitioners and enable interactive exchange of knowledge. This edition of the Conference will launch a broad public consultation process for the 'strengthening GIs' review.

The two half-day Conference will feature interactive plenaries and panels covering the following topics: 'Controls & enforcement: policy issues', 'Controls & enforcement: Domain Name System (DNS) and internet', 'Controls and enforcement: PDO and PGI logos use', 'Sustainability: issues', 'IP protection of GIs: case law developments', 'IP protection of GIs: issues', 'Increasing attractiveness of GIs - Empowering producer groups', 'REFIT (or how to perfect registration system of GIs)' and 'The global dimension of GIs'.

For these sessions we will count upon the participation of stakeholders across the food value chain, Member States officials, IP practitioners, international and civil society organisation, in order to have a vivid and enriching exchange of views. Participants will be encouraged to submit written comments, before, during and after the panels and plenaries, through the online platform.

The main language regime will be English.

Further information, including the full programme, is available on the [Conference platform](#).

Please register via the following link <https://www.gi-conference.eu/signup> by 23 November at the latest. You will be able to select the panel sessions you want to follow. After the registration, you will receive an acknowledgement explaining the next steps.

We look forward to your participation in this jointly-hosted Conference of EUIPO and DG AGRI on Geographical Indications.

Mr Christian Archambeau
Executive Director of the EUIPO

