11/20/2020 Events

The European Union Intellectual Property Office (EUIPO) in cooperation with the European Commission's Directorate General for Agriculture and Rural Development (DG AGRI) is organizing from 25 to 26 November an online conference entitled "Strengthening Geographical Indications System".

This event falls in the optimum moment in a major European Commission reform process: the Impact Assessment of the Geographical Indications (GI) reform. Thus, the Conference will therefore serve as the focal point for stakeholders to make their views known on the range of issues in the reform process from delivering sustainability to the legal challenge to protect GIs on the Internet.

Producers, stakeholders and EU country officials will be able to participate and exchange experiences and opinions in the plenary sessions and also in the various thematic panels organized during the event.

This conference is the follow up of the jointly hosted conference of EUIPO and the Commission's Directorate General for Agriculture and Rural Development on the intersection between GIs and trademarks in 2018 – "Trademarks and Geographical Indications: Future Perspectives".

The event will also highlight GI developments, notably concerning e-Ambrosia and GI-View project, and will include a panel on options for non-agricultural GIs.

More details can be found here: https://ec.europa.eu/info/events/strengthening-geographical-indications-digital-conference-2020-nov-25_en [1]

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