



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e  
l'internazionalizzazione delle imprese italiane  
意大利对外贸易委员会



*The Embassy of Italy  
to the People's Republic of China*



Camera di Commercio Italiana in Cina  
中国意大利商会  
China-Italy Chamber of Commerce

**The Embassy of Italy in China, the Italian Trade Agency  
and the China-Italy Chamber of Commerce, on the occasion of  
“World Consumer Rights Day”, organize the event:**

## **The Extraordinary Italian taste: Promotion and Protection of GIs in China**

**Wednesday 15 March 2017, 11.00-18.00**

**Embassy of Italy – Auditorium**

**Sanlitun Dongerjie, 2**

**Beijing**



Under the patronage of the European Union Delegation in Beijing

庆祝欧盟成立六十周年



Morning session for companies:

**Legal Seminar on Geographical  
Indications Protection in China  
(in English)**

**11.00**

**Moderator: Federico Roberto Antonelli – Legal Affairs Attaché Embassy of Italy**

**- Davide Follador, IP Key**

Protection of Geographical Indications

**- Fabio Giacopello, HFG Law Firm**

How to register a Geographical Indication in China

**- Michele Ferrante, Ferrante IP Law Firm**

The enforcement of Geographical Indications (including in E-Commerce)

**- Jean Baptiste Barbier, IP Counselor – Embassy of France**

French Best Practice on GI protection in China

**12.30-13.00 Q&A**

## **OPENING REMARKS**

- 14.00 **Ettore Francesco Sequi, Ambassador of Italy in China**  
**Cheng Hongbing, Director WIPO Office in China**  
**Pei Xiaoying, Deputy DG of Science & Technology Department, AQSIQ**  
**Andrea Olivero, Italian Vice Minister of Agriculture (videomsg)**

**FIRST SESSION:** The contribution of Protected Denominations of Origin and Protected Geographical Indications to enhance and promote local economies: a comparison of different experiences

**Moderator: Rita Fatiguso, ‘Il Sole 24 Ore’ Beijing Chief Bureau**

- 14.30 - The EU-China Cooperation on Geographical Indications  
**Nicolas Dandois, Counselor for Agriculture at EU Delegation**  
- Chinese Policy on Geographical Indications  
**Feng Shujie, Tsinghua University**  
- Italian Policy on PDOs and PGIs and the Cooperation with Alibaba  
**Enrico Berti, First Secretary Embassy of Italy**  
- The role of AQSIQ on Geographical Indications protection.  
**Yao Zehua, Director of GI Division, AQSIQ**  
- The role of SAIC on Geographical Indications protection.  
**Jiang Qi Deputy Division Director of GI Division, CTMO-SAIC**

15.30 - 15.45 **TEA BREAK (a tasting of Chinese GI recognized in the EU)**

- The Origo Geographical Indications' Global Forum 2017

**Simona Caselli, Assessor Agricol. Emilia Romagna Region (videomsg)**

- Chinese consumers and Geographical Indications

**Dai Wei Deputy Division Director, China Consumers' Association**

- The Auditing of PDOs and PGIs in Italy

**Stefano Briganti, 3-A Parco Tecnologico Agroalimentare dell'Umbria**

- The Auditing of Geographical Indications in China

**xxx, China National Certification Administration**

16.15 Q&A

## SECOND SESSION: Promotion of Italian PDOs and PGIs in China

**Moderator: Enrico Berti, First Secretary Embassy of Italy**

16.30 The promotion of PDOs and PGIs by the Italian Trade Agency

**Amedeo Scarpa, Director of Italian Trade Agency in China**

The promotion of PDOs and PGIs by the Italian Chamber of Commerce

**Marco Pizzoli, Vice-Coordinator of Food & Beverage Working Group of CCIC**

Case studies on PDOs and PGIs products promotion in China:

- **Consorzio di tutela Mozzarella di Bufala Campana DOP**  
Giampiero Perna
- **Consorzio di tutela Prosecco DOC**  
Kang Feiling
- **Consorzio per la tutela dell'Asti DOCG**  
Vincenzo Morano

17.15-18.00 **"I Love Italian GIs"** Networking and Tasting Event on  
Italian PDOs and PGIs