



EUROPEAN UNION
DELEGATION TO AUSTRALIA



RMIT
UNIVERSITY

THE BENEFITS OF A SYSTEM OF GEOGRAPHICAL INDICATIONS (GIs) FOR AGRICULTURAL PRODUCTS

Fine Food Australia 2016
Melbourne Convention and Exhibition Centre
Hospitality Suite 2
Tuesday 13 September 2016

The Delegation of the European Union to Australia and the EU Centre at RMIT University invite you to a seminar on how producers of agricultural and food products could benefit from a system of Geographical Indications (GIs). You will learn how the European system of GIs operates and benefits agricultural producers and regional development across Europe, and how a similar system might work in Australia. The seminar will be followed by a 'tasting' session where you can sample European GI products.

Seminar presenters will discuss how producers (especially small producers) of GI products in Europe are able to establish a stronger position in the supply chain, get a better price and a better share of the added value. The advantages for consumers will also be explored, including preventing the over standardization of food and the development of a wider range of product choices. GIs also contribute to providing for consumers' increasing interest in information on the origin of products and their specifications. Finally, GIs are a powerful tool for rural development allowing rural areas to maintain and increase economic activity.

Program

- 8:15 am Guest registration
- 8:30 am **The Hon Philip Dalidakis, Mr Sem Fabrizi**, Ambassador of the European Union
- Welcoming remarks by The Hon Philip Dalidakis, Minister for Small Business, Innovation and Trade
 - Welcoming remarks by Ambassador of the European Union Sem Fabrizi
- 8:50 am ***Introduction to GIs and the European agricultural economy***
Presenter: Mr Ivano Casella, Trade Counsellor, EU Delegation to Australia
- 9:10 am ***The benefits of GIs for European producers and rural development***
Presenter: TBC
- 9:30 am ***How the Australian system of wine GIs works and benefits producers***
Presenter: Tony Battaglione, Acting Chief Executive, Winemakers Federation of Australia
- 9:50 am ***The potential benefits of a system of food GIs in Australia***
Presenter: Dr Jen Cleary, Senior Research Fellow, Centre for Global Food and Resources, University of Adelaide
- 10:10 am ***Discussion and questions from the floor***
Moderator: Mr Ivano Casella, Trade Counsellor, EU Delegation
- 11:00 am ***TASTING SESSION – EUROPEAN GI PRODUCTS***

Book Your Seat

Seating is limited at this event, so if you would like to attend the seminar, please contact the European Union Delegation to Australia at: alison.pidcock@eeas.europa.eu **before Monday 5 September 2016**.

More information on getting to the venue & parking: <http://finefoodaustralia.com.au/visiting/gettingthere/>