

VII EUROPEAN FORUM ON FOOD QUALITY

BUILDING THE FUTURE OF
GEOGRAPHICAL INDICATIONS

5th DECEMBER 2025
5:00 PM

SIENA
SANTA MARIA DELLA SCALA



with the patronage of



A SHARED EUROPEAN PATH ON QUALITY

Since 2004, a Forum accompanying the regulatory evolution of Geographical Indications (GIs) in Europe



THE DEBATE ON EUROPEAN QUALITY

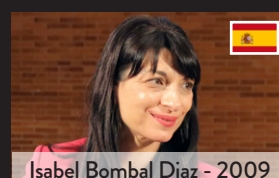
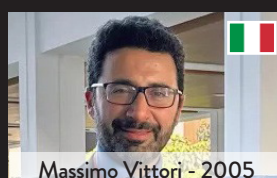
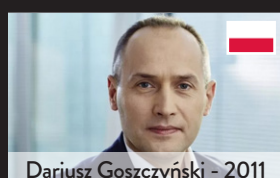
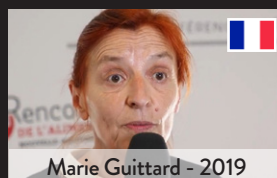
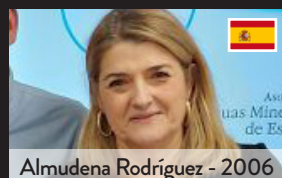
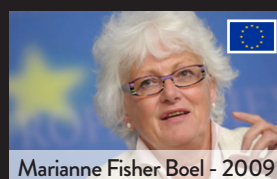
Since 2004, the European Forum on Food Quality, promoted by the Qualivita Foundation, has been one of the main international venues for dialogue on the Geographical Indications (GI) system in Europe. Over the years, the Forum has fostered ongoing dialogue among institutions, producers, protection Consortia, and researchers, contributing to the development of European regulations

and active cooperation between Italy, France, and Spain — the leading countries of the PDO-PGI agri-food model — allowing to:

- Consolidate new legislative proposals
- Enhance the experience of protection Consortia
- Strengthen cooperation among EU Member States
- Gather strategic insights for sector development

THE KEY PLAYERS

The Forums have welcomed the active participation of many representatives from European institutions, Member States, and third countries



THE ORGANIZATIONS

The international dialogue promoted by the Forums has involved major organizations and representative institutions of the global and European GI system.



A FORUM THAT BROUGHT CHANGE

EU LEGISLATIVE PATH FOR GEOGRAPHICAL INDICATIONS

- 2006
Reg. (EC) n. 509 /2006
Reg. (EC) n. 510/2006
- 2008
COM (2008) 641 - Green Paper on the quality of agricultural products
- 2009
COM (2009) 234 - Policy on the quality of agricultural products
- 2012
Reg. (EU) n. 261/2012
Reg. (EU) n. 1151/2012
- 2024
Reg. (EU) n. 2024/1143



2004 - I Forum - Siena

Inaugural event organized with the support of local, national, and academic institutions. It laid the foundation for GI regulatory reform, leading to the adoption of **Reg. (EC) No. 509/2006** and **510/2006**.



2005 - II Forum - Orvieto

Focused on quality of life and food. The multidisciplinary debate contributed to the finalization of **Reg. 509/2006** and **510/2006**, updating the framework set in 1992 (Reg. 2081/92 and 2082/92).



2006 - III Forum - Madrid

A bilateral Forum between Italy and Spain. It reinforced the need for coordinated actions to protect and promote the EU GI model in international markets, aligned with new EU regulatory tools.



2009 - IV Forum - Bruxelles

First joint meeting of the Agriculture Ministries of Italy, France, and Spain. It spurred trilateral cooperation and contributed to the EU consultation launched with **COM (2008) 641 – Green Paper on Agricultural Product Quality**, which set the stage for the simplification and strengthening of quality schemes.



2011 - V Forum - Bruxelles

Through technical and political debate involving EU institutions, Consortia, and global stakeholders, the Forum supported the development of **Reg. (EU) 1151/2012**, consolidating the GI regulatory framework, though falling short of the simplification ambitions discussed in the Green Paper.



2019 - VI Forum - Siena

A technical meeting among Consortia, producer organizations, and institutions, with over 50 strategic contributions. The Forum helped define priorities for the EU regulatory revision, which led to the adoption of **Reg. (EU) 2024/1143**, updating and strengthening the GI system within the new CAP context.

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VII EUROPEAN FORUM ON FOOD QUALITY



An opportunity to share experiences and chart new courses for Geographical Indications

The **VII Qualivita Forum**, scheduled to take place in Siena in December 2025, will be a strategic opportunity to assess the evolution of the Geographical Indications (GI) system and outline future prospects, one year after the entry into force of EU Regulation 2024/1143. The event, organized by the Qualivita Foundation in collaboration with oriGIn, oriGIn EU, Origin Italia, oriGIn France, Origen España and QUALIFICA oriGIn Portugal, will provide an updated framework to address the sector's new challenges, thanks to the contributions of experts, institutions, protection Consortia, and representatives of the quality agri-food sector.

SPEAKERS INVITED TO THE VII FORUM

Representatives of European institutions



Christophe Hansen
EU Commissioner for
Agriculture and Food

Key figures in European policy



Franz Fischler
EU Commissioner
for Agriculture and
Rural Development
(1995-2004)

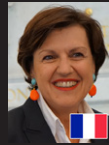


Paolo De Castro
EU Parliamentarian
and GI Reform
Rapporteur
(2009-2024)

Representatives of national institutions



**Luis Planas
Puchades**
Minister of
Agriculture, Spain



**Annie
Gevenard**
Minister of
Agriculture, France
to be confirmed



**Francesco
Lollobrigida**
Minister of
Agriculture, Italy

Experts and representatives from the GI sector



**Riccardo
Deserti**
President
oriGIn



**Massimo
Vittori**
Director
oriGIn



**Charles
Deparis**
President
oriGIn EU



**Cesare
Baldrighi**
President
Origin Italia



**Dominique
Chambon**
oriGIn
France



**Federico
Moncunill**
Origen
España



**Teresa
Pais Coelho**
Executive director
oriGIn Portugal

THE GREEN BOOK ON THE FUTURE OF GEOGRAPHICAL INDICATIONS

The VII Qualivita Forum will also be the occasion to present the “Green Book on the Future of Geographical Indications”, a strategic tool developed by the Qualivita Foundation to support protection Consortia, operators, and institutions in tackling the challenges posed by the new EU Regulation 2024/1143. The volume will offer, also to the EU Commission, a shared vision on sustainability, innovation, and global markets, contributing to the European Action Plan on GIs.

