



# **TAIEX Workshop on Marketing of Products with Geographical Indication (GI) in the EU**

AGR 60645

**organised in co-operation with**

**Turkish Patent Institute (TPI)**

**Venue:**

Ankara Plaza Hotel \*\*\*\*

Kavaklıdere Mh., Bestekar Sk No:5

<http://www.ankraplazahotel.com/EN/>

**Turkey**

**Dates:**

Thursday 3<sup>rd</sup>- Friday 4<sup>th</sup> December 2015

**Beneficiary:**

TURKEY

### **Aim of the meeting:**

The aim is to analyze the methodologies and tools utilized in European System to effectively promote and market the products having GI In Turkey, the producers of GI products, the producer organizations, city and province municipalities, non-governmental organisations need to be trained about the factors increasing the added value and gross margins of GI products especially for the products having considerable export potential. Important topics such as the supply chains, price factors, incentives, taxation and database systems etc. for GI products will be discussed and EU best practices will be deeply analyzed.

## Day 1 : THURSDAY 3<sup>RD</sup> DECEMBER 2015

**Chair : Dr. Elif Betül AKIN /Head of Trademarks Department/TPI**

<b>09:00</b>	<b><i>Registration of participants</i></b>
09:30	<p>Opening Speech's:</p> <p>Prof. Dr. Habip ASAN</p> <ul style="list-style-type: none"> <li>• TPI as the registration authority of GI's</li> <li>• Geographical Indications, the key for rural development</li> </ul> <p><b><i>French Ministry of Agriculture (MAAF) (tbc)</i></b></p>
10:00	<p>Session 1:</p> <ul style="list-style-type: none"> <li>• The role of quality signs policy regarding rural development and economical issues</li> </ul> <p><b><i>Mr Ballatore Benedetto Francesco, Ministry of Agriculture Food and Forestry Policies, Italy</i></b></p>
<b>11:00</b>	<b><i>Coffee break</i></b>
11:30	<p>Session 2:</p> <ul style="list-style-type: none"> <li>• The incentives system in the EU for GI products' producers: Gi's Framework in EU and implementation in France</li> <li>• Comparison of GI products with their corresponding standard products in terms of method of production and characteristics, supply chain, prices</li> </ul> <p><b><i>French Ministry of Agriculture (MAAF) (tbc)</i></b></p>
<b>12:45</b>	<b><i>Lunch break</i></b>
14:00	<p>Session 3:</p> <ul style="list-style-type: none"> <li>• Studying the promotion and marketing activities which are efficient and successful especially for the GI products</li> <li>• Value Chain: Analyzing the elements of the added value existing at the level of the producer of GI products and at the level of distribution chains and at marketing stages</li> </ul> <p><b><i>Mrs. Dr. Fatiha Fort, Marketing Researcher, Montpellier SupAgro (French Agriculture University)</i></b></p> <p><b><i>Coffee break 15.00- 15.30</i></b></p>
16:00	Discussions
16:30	End of workshop Day 1

## Day 2 : FRIDAY 4<sup>TH</sup> DECEMBER 2015

**Chair: French Ministry of Agriculture (MAAF)**

<b>09:15</b>	<b><i>Registration of participants</i></b>
09:30	<p>Session 1</p> <ul style="list-style-type: none"> <li>• Implementation of collective promotional programs: case study of French dairy PDOs</li> <li>• GI's more than a brand, a sustainable development tool: economic performance measure for PDO cheeses in France</li> </ul> <p><b><i>Mr Paul Zindy, Project Manager, National Council of French dairy PDOs</i></b></p>
<b>11:00</b>	<b><i>Coffee break</i></b>
11:45	<p>Session 2:</p> <ul style="list-style-type: none"> <li>• Turkish best practices: Metro Gross Market Turkey Office</li> </ul> <p><b><i>Ms Ayşin Işıkgöze, Head of Ultra Fresh Group</i></b></p>
<b>12:30</b>	<b><i>Lunch break</i></b>
14:00	<p>Session 3</p> <ul style="list-style-type: none"> <li>• Role and involvement of French professional organizations on promotion activities of GI's: Case Study of PDO Grenoble's Walnuts (45 min + questions)</li> <li>• Factors enabling generation of economic and non-economic benefit at the level of production of PDO products in comparison to standard products: : Case Study of PDO Grenoble's Walnuts (25 min + questions)</li> </ul> <p><b><i>Mrs Catherine Petiet, Director of PDO Grenoble's Nuts</i></b></p>
<b>15:30</b>	<b><i>Coffee break</i></b>
16:00	Discussions Questions and answers
16:45	End of workshop

This meeting is being organised by the  
***Technical Assistance Information Exchange Instrument  
of the European Commission***

[http://ec.europa.eu/neighbourhood-enlargement/tenders/taix/index\\_en.htm](http://ec.europa.eu/neighbourhood-enlargement/tenders/taix/index_en.htm)



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