



EU CIGI CAPITALS TOUR

The national and European protection system
for geographical indications for artisanal products

MIDA 90 - INTERNATIONAL HANDICRAFTS EXHIBITION

FLORENCE - 29 APRIL 2026

9.30 - 10 Registration and welcome coffee

Modera: Laura Pintus, journalist at TG2 RAI

10.00 Official welcome:

Eugenio Giani, President of Tuscany Region

Amedeo Teti, Head of Market and Consumer Protection Department, Ministry of Enterprise and Made in Italy

Nathalie Berger, Director for Competitiveness Coordination at the European Commission (DG GROW) – online

Massimo Guasconi, President of Unioncamere Toscana

10.30 Role of EUIPO. Edyta Demby-Siwiek, EUIPO Deputy Executive Director

10.45 CIGIs State of Play. Roberto D'Erme, EUIPO Legal Affairs Department

11.00 EU CIGI scheme and Implementation DG Grow: EU legal framework on geographical indications, legislative developments, controls and enforcement

Valérie Marie d'Avigneau, Legal and Policy Officer, Intellectual Property Unit, DG GROW

11.15 Promotion and awareness building of craft and industrial geographical indications (GI) for craft and industrial (CI) products

Anne von Zukowski - Legal and Policy Officer, Intellectual Property Unit, DG GROW

11.30 Implementation of new CIGI Regulation in Italy: The role of the MIMIT-Ministero delle Imprese e del Made in Italy as the competent authority for CIGI registration in Italy

Antonio Liroso, General Management for Industrial Property - Italian License and Trademark Office. MIMIT

11.45 Role of the Regions in the new Italian Regulation

Leonardo Marras, Councilor for Economic Affairs of Tuscany Region

12.00 EU Members States national GI legislation Framework: Insights into France's Implementation of the new CIGI regulations; Background and characteristics of the French GI system and their national Protection legislation.

Audrey Aubard, General Secretary of the French Federation of industrial and craft GIs (FFIGIA)

12.15 Producer Perspective Panel Discussion

- **Gianmaria Vannini**, President of Stile Orafo Fiorentino
- **Aglaia Viviani**, City Councillor for Culture, the MMAB and Museum System, Tourism and Local Promotion, Schooling, Lifelong Learning, Local Retail, and Artistic Crafts – City of Montelupo Fiorentino
- **Andrea Bianchi**, President of Associazione Produttori dell'Alabastro di Volterra

12.45 Final remarks

Luca Tonini, President of CNA Toscana

Ferrer Vannetti, President of Confartigianato Imprese Toscana

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