



*Ambasciata d'Italia
Pretoria*

**Workshop on the protection and promotion of Geographical Indications (GI)
20 November 2017 - Invest SA One Stop Shop Western Cape, 46 St Georges Mall, Cape Town**

PROGRAMME

13:00-13:30	Registration
13:30-13:45	<ul style="list-style-type: none"> Welcome by Mr. Tim HARRIS, Wesgro CEO Address by H.E. Pietro Giovanni DONNICI, Ambassador of Italy
Session 1	International regulatory framework and enforcement of GIs
<i>Facilitator</i>	Ms. Dessislava CHOUMELOVA, Counsellor, EU Delegation to South Africa
13:45-14:30	<i>Panel discussion:</i> <ul style="list-style-type: none"> Mr. Marumo NKOMO, Director, Department of Trade and Industry of South Africa Ms. Cristina MIRANDA GOZÁLVEZ, Deputy Head of Unit, Unit "Global Issues and relations with ACP", DG Agriculture and Rural Development, European Commission Mr. Elio DE TULLIO, Expert, Italian Ministry of Agriculture, Food and Forestry
14:30-14:45	Q&A and plenary debate
Session 2	GIs contribution to economic growth and rural development
<i>Facilitator</i>	Mr. Sifiso NTOMBELA, Head: International Trade & Investment, AGBIZ
14:45-15:45	<i>Panel discussion:</i> <ul style="list-style-type: none"> Prof. Filippo ARFINI, Parma University Prof. Johann KIRSTEN, Director, Bureau for Economic Research, Stellenbosch University Dr. Dirk TROSKIE, Director: Business Planning and Strategy, WC Department of Agriculture
15:45-16:00	Q&A and plenary debate
16:00-16:15	Networking with tea and coffee
Session 3	Developing strategies to add value and promote GIs
<i>Facilitator</i>	Ms. Catherine GRANT MAKOKERA, Director, TUTWA
16:15-17:00	<i>Panel discussion:</i> <ul style="list-style-type: none"> Mr. Denan KUNI, Head of International Trade, Wesgro Mr. Giampiero PERNA, Consorzio Tutela Mozzarella di Bufala Campana DOP Mr. Jonathan STEYN, Graduate School of Business, University of Cape Town
17:00-17:15	Q&A and plenary debate
17:15-17:45	<ul style="list-style-type: none"> Enhanced market access opportunities under EU-SADC EPA – Massimo DE LUCA, Head of Trade and Economics, EU Delegation to South Africa Closing remarks by the Italian Embassy

In collaboration with:



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Department:
Trade and Industry
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