WELCOME TO
Budapest
Sinergi Meeting

Budapest Meeting Agenda

26 October 2007
Regional Meeting 1 - Main Building/Amphitheatre no. III.

9.00 – Introduction : Sandor Kerekes, Director, Institute of Environmental Sciences / Corvinus University of Budapest

9.10 –Presentation of the Regional workshop : Sinergi Coordination (Gilles Allaire)

9.15 - Presentation of the GI policy in Europe and the new member states: Barna Kovacs, Corvinus University of Budapest

9.40 – 10h The Hungarian GI policy: Peter Csiky, Head of Department, Hungarian Patent Office

Objectives of the Sinergi EU funded project

- – Evaluation of the effects of Geographical Indications as a tool for agricultural and non agricultural policies (*not only a marketing instrument but also an instrument for rural development*)
- – Criteria for transferability of GIs good practices
- – Support for the « GIs Friends » position in international negotiations on legal protection for GIs (*by scientific evidence and juridical expertise*)
- – Provide recommendations for policy-makers and organisations of producers
- – Consolidation of a European and world-wide network of researchers working on GIs

Objectives of the
SINERGI REGIONAL MEETING

1. To learn more about the "regional geopolitical context": GIs related European policies, new members and accessing countries

2. To present to the stakeholders case studies carried out in the framework of the Sinergi project

3. To put in debate conclusion from those case studies:

   in // workshops then in plenary

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10.00 – **Presentation of four European Case studies:**

- **Kajmak cheese** (Serbia), by M. Paus (ETH Zurich) and M. Estève (Agridea),

- **Paprika** (Hungary), by T. Tisenkopfs (INRA),

- **Roquefort** (France), by J. Frayssignes (INRA),

- **Melton Mowbray Pork Pie** (UK), by M. Ness (University of Newcastle)

11.20 – Coffee Break – next to the Amphitheatre No. III.

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12.00 – Two parallel sessions on European GI systems' forecasts after presentation of the main baseline scenario regarding market competition

1. Main building: **Amphitheatre no. III**

2. New building: **C4.16(415)**

In each session :

* Forecasts regarding the cases; Paprika (+Roquefort), Kajmak (+Melton Mowbray case). What is the likely future ?

* Forecast regarding impacts on sustainable development according to the scenarios

* Discussion and improvements

13.00 – Lunch - Main Building (Floor: -1) Restaurant

Workshop session

- (1) how the developments we can observe thank to the case studies are sustaining one or one other of the three hypothesis?
  What are the corresponding changes in the organisation of the industry and in the role of the various stakeholders?

- (2) in relation with those developments, what will be the evolution (trajectory) of the concerned GI system?

- (3) what are the impacts of that evolution on sustainable development objectives (economic, social environmental)?

Contrasting the scenarios

	Convergence	Divergence	Plurality
Market vision	Globalization of GI concept (common understanding)	Regionalization of the policies and dominance of private/collective standards)	Globalization with regional segmentations (regional forums)
Rules at international level	Establishment of public common rules for quality and origin	Some basic commons rules but weak	Basic rules but open for regional adaptations and through collective initiatives
Institutions at national and local level	Able to implement international standards and rules in a convergent way	Not able to converge in understanding and implementation of protection provision for GIs	Able to integrate and support different quality schemes in a coherent way toward different segments of consumers

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14.00 – Reports from the workshop sessions on GI systems' forecasts (10 mn) 15.00 – General discussion
16.00 – End of the meeting