

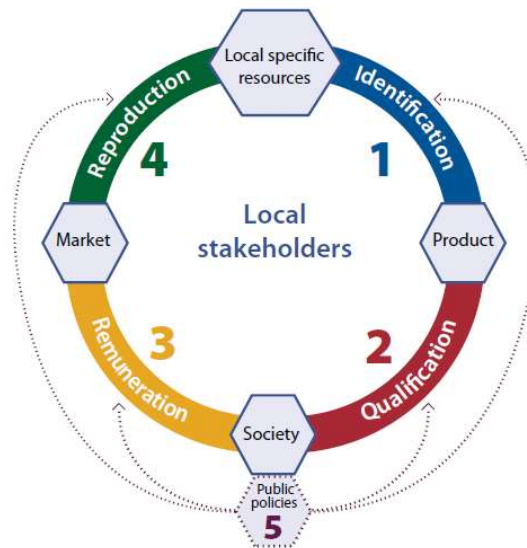
FAO China and EU Delegation to China jointly present a webinar on:

**GEOGRAPHICAL INDICATIONS (GIs) AGRI-FOOD PRODUCTS:
TOWARDS SUSTAINABLE RURAL DEVELOPMENT**

10 June 2022 (Friday)

9:30-11:00 (Rome time) / 15:30-17:00 (Beijing time)

Online: <https://fao.zoom.us/j/94745875783> (Password: 12345678)



The origin-linked quality virtuous circle

Source: FAO publication, *Linking people, places and products*, <https://www.fao.org/3/i1760e/i1760e.pdf>

BACKGROUND AND RATIONALE

Geographical Indications (GIs) refer to products with specific characteristics, qualities, or reputations which result from their geographical origin. Giving certain foods special labels that are linked to their place of origin can play a special role in promoting sustainable rural development, improving farm income, and widening export opportunities.

In its publication on “*Strengthening sustainable food systems through geographical indications*”¹, FAO has observed that GIs value chains generate new jobs and services in rural areas, contribute to increased rural income, and slow down out-migration among rural populations. By using GIs, farmers can better compete on price, quality and accessing new markets and build brand recognition and attractiveness to tourists.

¹ Prepared by the Nutrition and Food Systems Division and the Investment Centre Division of FAO, under the FAO/EBRD cooperation, <https://www.fao.org/3/i8737en/i8737en.pdf>.

With over 3,300 GIs registered in the EU, EU aims at protecting the names of specific products to promote their unique characteristics linked to their geographical origin as well as traditional know-how. China has approved 2,391 GI products by the end of 2020. In January 2022, China issued a major plan on GIs for the 14th Five-Year Plan period (2021-2025), which aims to further unleash the potential of GIs for rural revitalization and sustainable development.

EU and China signed a bilateral agreement on GI² which entered into force on 1 March 2021. According to the agreement, 100 GIs from each side, involving food, drinks and agricultural products, came under protection. The second GI list, consisting of 175 GIs from each side, is set to go through protection procedures by March 2025. It is known as China's first comprehensive, high-level bilateral agreement on GIs.

FORMAT AND OBJECTIVES

The hybrid workshop will invite some speakers to the meeting room of the EU Delegation to China in Beijing, and allow other speakers who cannot travel as well as other participants to attend virtually. The workshop will be divided into two main parts: First, a plenary discussion where the co-organizers will introduce the lead topics of the event. Following the plenary session, a panel of stakeholders will share their learnings on the role of GIs in promoting sustainable rural development. The deliberations will be held in English and Chinese. Simultaneous interpretation will be provided in English and Chinese.

This workshop aims to:

- 1) Explore and discuss the potential role of GIs in rural revitalization and sustainable rural development;
- 2) Share the experiences on policy and practices of GIs for sustainable rural development in China and EU;
- 3) Provide capacity development to the leaders of farmer's cooperatives at the Mengdingshan Farmer's Cooperative Development and Training Institute³ in Sichuan.

CO-ORGANIZERS

- Food and Agriculture Organization of the United Nations Representation in China – FAO China
- The Delegation of the European Union to China – EU Delegation to China

WITH SUPPORT FROM

- China Foundation for Poverty Alleviation
- Mengdingshan Farmer's Cooperative Development and Training Institute

² Agreement between the European Union and the Government of the People's Republic of China on Cooperation On, and Protection of, Geographical Indications, <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.LI.2020.408.01.0003.01.ENG&toc=OJ%3AL%3A2020%3A408I%3ATOC>

³ The Mengdingshan Farmer's Cooperative Development and Training Institute is established by China Foundation for Poverty Alleviation (CFPA), in partnership with local government, research institutes and other stakeholders, with the mandates of providing trainings to the practitioners of farmer's cooperatives in China, and facilitating the development of farmer's cooperatives and contributing to the sustainable rural development.

TARGET AUDIENCE

- The agricultural counsellors from EU Member States embassies in Beijing;
- The trainees and leaders of farmer's cooperatives at Mengdingshan Farmer's Cooperative Development and Training Institute, based in Sichuan;
- Chinese and European stakeholders interested in GIs.

PROGRAMME

[9:30-11:00 (ROME TIME) / 15:30-17.00 (BEIJING TIME), 10 JUNE 2022]

Opening remarks	
15:30-15:45 (Beijing time)	Moderated by Mr. Damien Plan, Agriculture Counsellor, EU Delegation to China
5 minutes each	<ul style="list-style-type: none">• Mr. Carlos Watson, FAO Representative in China• Mr. John Clarke, Director, European Commission Directorate General for Agriculture and Rural Development• Mr. Ding Yadong, Deputy Executive Director of China Foundation for Poverty Alleviation, President of Mengdingshan Farmer's Cooperative Development and Training Institute
Panel Discussion: GIs for sustainable rural development in China and EU	
15:45-16:30 (Beijing time)	Moderated by Mr. Dong Le, Programme Officer (Partnership and Innovation), FAO China
10 minutes each	<ul style="list-style-type: none">• Prof. Han Yijun, Director of the Center for Agricultural Market Studies (CAMS), China Agricultural University (CAU), China• Mr. Alexandre Levy, Deputy-head of the Legal and International Department, National Institute of Origin and Quality (INAO), France• Ms. Wu Hongqin, Director, Wagang Agri-tourism Farmer's Cooperative (Mengding Mountain Tea), Yaán City, Sichuan Province, China• Mr. Stefano Stefanucci, Director of the Sustainability Standard Equalitas, Italian Federation of Designation of Origin Wines (Federdoc), Italy
16:30-16:50 (Beijing time)	Q & A
Closing Session	
16:50-17:00 (Beijing time)	Ms. Florence Tartanac, Senior Officer, Food and Nutrition Division (ESN), FAO

We hope you will join us at the workshop. Please feel free to circulate this invite to your network!