



Organization for an International
Geographical Indications Network

At the occasion of the 50th anniversary of the establishment of
diplomatic relations between China and the EU

Presentation of 2025 oriGIn 'GI Trends' Panel

Trend topic: GIs & Tourism

14 May 2025, Hybrid Event

Office of the Delegation to the EU – Emilia-Romagna Region/ZOOM

10:30 (Brussels Time) - 16:30 (Beijing Time)

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In collaboration with:



Program

Introduction and Moderation

Massimo Vittori, Managing Director, oriGIn

Presentation of the 2025 Survey Report

Riccardo Deserti, President, oriGIn

Institutional Perspectives

- **Raimondo Serra, European Commission (DG Agri)**
- **Pan Feng, China-Europe Association for Technical and Economic Cooperation, CEATEC**

Comments from GI Groups

- **Vincent Stauffer, Federation of the Swiss Watch Industry FH (online)**
- **Amandine Duthilleul, Bureau National Interprofessionnel du Cognac, BNIC (online)**
- **Alan Park, Scotch Whisky Association, SWA**
- **Fernando Cano Treviño, Consejo Regulador del Tequila, CRT**
- **Riccardo Ricci Curbastro, European Federation of Origin Wines, EFOW (online)**
- **Gianluigi Ligasacchi, Istituto Salumi Italiani Tutelati, ISIT**

