



UNIVERSITY OF PARMA



EUROPEAN  
ASSOCIATION OF  
AGRICULTURAL  
ECONOMISTS

## INTELLECTUAL PROPERTY RIGHTS FOR GEOGRAPHICAL

### INDICATIONS: WHAT IS AT STAKE IN THE TTIP?

14-15 April 2015

Department of Economics, University of Parma

*Registration and Call for Paper*

#### THEME

Two different organizations deal with the issue of protection of Intellectual Property Rights (IPR) for Geographical Indications (GI) and are responsible for international agreements: WTO (World Trade Organization) and WIPO (World Intellectual Property Organization).

WTO regulates GIs in the 1994 TRIPS Agreement. The TRIPS Agreement gives wines a high level of protection but leaves individual countries to draw up national GIs legislation for other agri-food products. WIPO implements the Lisbon Agreement of 1958 and gives GIs a high level of protection but involves a lower number of countries.

Since US and EU have developed two different legislative approaches, IPR on GIs are a source of political and economic conflict among WTO countries. The US approach follows WTO and is based on existing trademarks and competition legislation, meanwhile EU legislation is partly based on the Lisbon Agreement and has a *sui generis* legislation, giving a high level of protection to agri-food GIs. There are significant differences in the EU and US positions in WTO negotiations given that regulations cover supply chains, consumer relations, environmental and cultural aspects as well as trade.

The official halt to the Doha Round of multilateral negotiations within WTO has led several member countries to conclude bilateral and regional agreements. The EU has recently reached a bilateral Comprehensive Economic and Trade Agreement (CETA) with Canada. It has also started trade negotiations with the US for a Transatlantic Trade and Investment Partnership (TTIP) which covers IPR and GIs. This will impact on the EU and the US and all WTO members, and research is already focusing on the backgrounds of typical product valorisation and enhancement in the EU and the US. With the aim of gathering experiences and knowledge on the "GIs issue", the EAAE Seminar will discuss topics related

to: typical products and GIs in terms of IPR; domestic and international trade of GIs products; consumers preferences; sustainability of rural areas.

#### BACKGROUND

GIs related products trade plays a role in economic policies of countries at worldwide level: on the one hand, consumers show an increasing interest in origin based products and, on the other hand, production and trade of GI products have an impact on socio-economic and environmental sustainability of marginalised areas.

In 1992, Reg. (EEC) 2081/92 established the European policy on GI. After various amendments and modifications, this was replaced by Reg. (EU) 1151/2012 which today regulates quality regimes for more than 1200 agricultural and food GI products different from wines at EU level.

At the global level, many EU producers exporting to US blame unfair competition from US food companies for abusing GI names in trade practice; meanwhile, US companies claim their right to use GIs in the framework of the trademark law.

There is a wide literature and much academic discussion in the topics of GIs. Three EAAE Seminars have been organized in the past – Parma (1997), Le Mans (2000) and Parma (2010) - on GIs, focusing on supply chains organisations, consumer information, IPR aspects, rural and local development, and food safety. Nowadays, the GIs become crucial in the political agenda of the EU and US but also for many other WTO member countries.

#### OBJECTIVES

The objective of the Seminar is to provide a place for debate on EU and US experience on GIs in terms of IPR, policy setting, implications for trade and consumer perception, but also food safety and rural/local development. The final aim is to provide insights into the problems and potential impact that the future TTIP agreement could have at national, European and international level.

## CALL FOR PAPERS

Up to forty papers will be accepted. Participants who would like to present a paper or poster are requested to send an abstract in English (max 2 pages; Times New Roman font size 12, double spacing) by January 07, 2015. The abstract should include objectives, research questions, theoretical framework, methodology and results. Papers will be in English and maximum length is 12 pages. The deadline for receiving the full papers for the accepted abstracts is 15 March 2015. A poster session will also be organized. A dedicated email address will be supplied for the submission of papers and posters.

## TOPICS

The Seminar focuses on the following main research areas:

### 1. *Legal and institutional protection of GIs*

The role of public policy in GIs support and protection. Protection of typical products in practice. Costs of protection. Impact on firms and consumers. Best practices and case histories.

### 2. *Domestic and international trade of GIs products*

Supply chain characteristics. Factors with positive and negative effects on GIs trade. Best practices and case histories.

### 3. *Consumers, quality and food safety*

Consumer perception of quality and safety for GI products. Cultural and heritage aspects of consumer purchase and consumption of GIs. Best practices and case histories.

### 4. *Local / rural development and sustainability*

GIs as a stimulus for local economies. Management models of local production systems. Role of local institutions. Sustainability of local GI systems. Best practices and case histories.

## PARTICIPANTS

EAAE members will pay 'early-bird' registration fees of € 150 up to 15 February 2015, or € 200 from 16 February 2015. The deadline for registration is 15 March 2015. All participants must be EAAE members

for 2015. EAAE membership fee for non-EAAE members for the three year period 2015-2017 is € 80. The registration fees cover Seminar proceedings, dinner on April 14, 2015 and buffet lunches and coffee breaks on both days. Accommodation is not included.

## ORGANIZATION

The Seminar is jointly organized by the Department of Economics, University of Parma in collaboration with ERG – SYAL European Research Group, Collegio Europeo of Parma and AIEAA – Associazione Italiana di Economia Agraria ed Applicata.

## LANGUAGE

The official language of the Seminar will be English.

## PUBLICATION

Keynote lectures and papers will be uploaded on AgEconSearch. The Scientific Committee will select papers for publication in the AIEA Journal BAE - Bio Based and Applied Economics. Authors will be informed as appropriate.

## KEYNOTE SPEAKERS

- Raimondo Serra, European Commission DG Agriculture and Rural Development
- Massimo Vittori, Organization for an International Geographical Indications Network (origIn)
- Bruce A. Babcock, Iowa State University
- Emilie Vandecandelaere, FAO

## LOCAL ORGANIZING COMMITTEE

- Filippo Arfini, Department of Economics, University of Parma
- Maria Cecilia Mancini, Department of Economics, University of Parma
- Mario Veneziani, Department of Economics, University of Parma
- Marco Zuppiroli, Department of Economics, University of Parma
- Michele Donati, Bioscience Department, University of Parma
- Rosangela De Simone, Collegio Europeo, Parma

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- Maria Cecilia Mancini, Department of Economics, University of Parma
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- Dominique Barjolle, Research Institute of Organic Agriculture FiBL
- Elizabeth Barham, Department of Agricultural Economics and Agribusiness, University of Arkansas
- Giovanni Belletti, Department of Economics and Management, University of Florence
- Andrea Marescotti, Department of Economics and Management, University of Florence
- David Wirth, Law School, Boston College
- Zora Boumara-Mechemache, National Institute for Agronomic Research, Toulouse
- Daniel Pick, United States Department of Agriculture Economic Research Service
- Francesco Mantino, Istituto Nazionale Economia Agraria, Roma
- GianCarlo Moschini, Center for Agricultural and Rural Development, Iowa State University
- Alan Matthews, Trinity College, Dublin.

## IMPORTANT DATES

Deadline - abstract submission	7 January 2015
Notification of acceptance	30 January 2015
Deadline - 'early-bird' registration (150 €)	15 February 2015
Registration (200 €)	5 February - 15 March 2015
Deadline - paper submission	15 March 2015

## WEBSITE

<http://www.145eaae2015.unipr.it>

## CONTACT

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