

# THE EU EXPERIENCE ON GEOGRAPHICAL INDICATIONS

## Are there benefits for rural development in Australia?



**MON 16 NOV**  
**5 pm (Melbourne), 7 am (Brussels)**

**Online**  
**Free Event**

The European Union Centre of Excellence at RMIT University invites you to this online seminar on Geographical Indications (GIs) and rural development in Australia.

This seminar will examine if, and how, the establishment of a GIs right in Australia will contribute to a successful conclusion to negotiations of the Free Trade Agreement with the EU, and contribute to the stronger protection of provenance in a way that enhances the competitiveness of Australian producers in rural areas.

### **SPEAKERS**

<b>Raimondo Serra</b>	<b>European Commission</b>
<b>Todd Babiak</b>	<b>Brand Tasmania</b>
<b>Charlie McElrhone</b>	<b>Dairy Australia</b>
<b>Will Studd</b>	<b>International Cheese Specialist</b>

**RSVP** [eu-gi-experience-and-rural-australia.eventbrite.com.au](http://eu-gi-experience-and-rural-australia.eventbrite.com.au)



The EU Centre of Excellence at RMIT University is co-funded by the European Union under the Erasmus+ Programme Jean Monnet Activities

## More Information

This online seminar on GIs and rural development will examine the increasing importance of provenance as a means of signifying the quality of specific products in international trade. The EU's system of GIs has been a prominent means of promoting provenance as a basis for success in European and global markets, and an important resource for supporting rural development throughout Europe.

More generally, the EU has been a strong advocate of GIs being used to promote specific places and their products in other parts of the world. The importance of this issue is reflected in the current negotiations for a Free Trade Agreement between Australia and the EU, and in the consultation process on a GIs right being established in Australia.

Discussion will examine if, and how, the establishment of a GIs right in Australia will contribute not only to a successful conclusion to the FTA negotiations with the EU, but also contribute to the stronger protection of provenance in a way that enhances the competitiveness of Australian producers in rural areas.

## About the Speakers

### **Raimondo Serra**

Deputy Head of the Unit Responsible for "Asia and Australasia" in the Directorate-General for Agriculture and Rural Development of the European Commission

### **Todd Babiak**

CEO, Brand Tasmania

### **Charlie McElrhone**

Group Manager - Trade and Industry Strategy at Dairy Australia

### **Will Studd**

International Cheese Specialist

Writer, Distributor and Maker of TV show 'Cheese Slices'



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