



European Union  
Delegation to Singapore



## **MEDIA INVITE**

**Event: EU High Level Seminar on Geographical Indications for Agri-food products in Singapore**

**Date: 16<sup>th</sup> July 2019, 9am-5pm**

**Venue: Grand Hyatt Hotel, 10 Scotts Road, Singapore 228211**

On Tuesday **16<sup>th</sup> July 2019**, the European Commission presents an EU high level Seminar on Geographical Indications for Agri-food products in Singapore.

In anticipation of the entry into force of the EU-Singapore Free Trade Agreement (EUSFTA), the Commission presents the concept of geographical indications in greater detail, as well as highlights the business opportunities and benefits that geographical indications offer for producers, business people and consumers alike.

Geographical Indications (GIs):

- protect farmers' and producers' rights
- guarantee authenticity to consumers,
- protect local value at global level.

GIs are key to the success of the EUSFTA. The EU and Singapore agreed that protection of EU GIs in Singapore was a key issue to allow the entry into force of the EUSFTA.

This seminar brings together various stakeholders with shared interest in quality foods and beverages as well as regulatory framework for food quality and trade: authorities of Singapore, food and drinks business community of Singapore (importers/exporters, retailers, representatives of chambers of commerce) and EU Member States diplomatic and business representatives.

It thus offers an opportunity for Singapore stakeholders to familiarise themselves with a major EU food quality scheme and to meet and establish relations with EU counterparts as well as to further build their business profiles with the help of quality European food and beverage products.

The seminar will feature presentations by European Commission experts and food business representatives, business-focused and product-oriented sessions on food products, wines and spirits accompanied by a display of selected European GI food and drink products. The seminar will also feature a public roundtable debate "EU-Singapore Free Trade Agreement: new business opportunities for GI agri-food products" with Singaporean and EU participants. The seminar will be followed by a networking reception offering an opportunity to taste and savour European food and drinks with geographical indications.

We warmly invite your reporter together with a photographer and videographer to cover the event. One-on-one interviews can be arranged with Mr John Clarke and other conference speakers. Mr Clarke's bio is attached.

## **Event Details**

**Date:** Tuesday, 16<sup>th</sup> July 2019  
**Time:** 9am–5pm (Registration from 8.30am)  
**Venue:** Grand Ballroom, Grand Hyatt Hotel, 10 Scotts Road, Singapore 228211

## **MEDIA CONTACT**

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**[We should have a media contact from your side too](#)**

## **ONE-ON-ONE INTERVIEW WITH JOHN CLARKE**

Mr John Clarke is Director, International Affairs in the European Commission's DG Agriculture. Since May 2013 he has been focused, in particular, on multilateral negotiations with industrialised countries that include the USA and Japan, as well as with Africa in DG Agriculture and Rural Development.

In this role, he has been responsible for relations with Asian and Latin American countries, their free trade agreements, neighbourhood policy and EU enlargements.

Prior to this, he was head of the EU Delegation to the World Trade Organisation and the UN in Geneva. He joined the European Commission in 1993 as a trade negotiator.

For ten years before joining the Commission, Mr Clarke held various official roles in the Hong Kong government, including as the governor's head of cabinet.

Born in England in 1958, Mr Clarke has a first-class honours degree and an MPhil in literature and politics from the University of London.

## PROGRAMME

16 JULY	
Venue: Grand Hyatt Hotel Singapore	
08:30 - 09:00	<b>Registration and welcome coffee</b>
09:00 - 09:40	<p style="text-align: center;"><b>Welcome and opening:</b></p> <ul style="list-style-type: none"> <li>● H.E. Barbara PLINKERT, EU Ambassador to Singapore</li> <li>● Mr Federico DONATO, President of EuroCham Singapore</li> <li>● Senior official from the Singapore Ministry of Trade and Industry MTI (tbc)</li> <li>● Mr John CLARKE (European Commission, Director DG Agriculture)</li> </ul>
<b>Geographical Indications from a “policy/regulatory” perspective</b>	
09:40 - 10:40	<p style="text-align: center;"><b><i>Protection of EU GIs: in the EU and beyond</i></b></p> <p>Speaker: Mr Damien PLAN (European Commission DG AGRI)</p>
10:40 - 11:00	<b>Coffee break</b>
11:00 - 11:45	<p style="text-align: center;"><b><i>Singapore’s registration process for Geographical indications</i></b></p> <p>Speaker: Ms Foo Wee Ying, Senior Trademark and GI Examiner, Intellectual Property Office of Singapore</p>
11:45 - 12:45	<p style="text-align: center;"><b><i>Global perspective on Geographical Indications Policy</i></b></p> <p>Speaker: Mr Stephane PASSERI (FAO Regional Office Asia and the Pacific, Bangkok)</p>
<b>Lunch Break</b>	
12:45 - 14:00	<p>Buffet lunch featuring EU GIs products</p> <p>Display of EU GI agri-food products</p>
<b>16 JULY AFTERNOON</b>	
<p>Afternoon Session:</p> <p>Geographical Indications from a “business/economic” perspective</p>	

14:00 - 15:15	<p><b>PARALLEL PRODUCT-ORIENTED SESSIONS: sharing experience on GIs*</b></p> <ul style="list-style-type: none"> <li><b>Room 1: Sharing experience on food products of animal origin (PGI/PDO) – cheese</b></li> </ul> <p>Speakers: Mr Gianluigi BORGHERO, Representative of Pecorino Romano cheese GI Mr Christos APOSTOLOPOULOS, Representative of Feta cheese GI</p> <hr/> <ul style="list-style-type: none"> <li><b>Room 2: Sharing experience on GI wines</b></li> </ul> <p>Speakers: Mr Riccardo RICCI CURBASTRO, Representative of Franciacorta wine GI Mr Jesús MORA CAYETANO, Representative of the Spanish Association of Geographical Indications for Wines</p> <hr/> <ul style="list-style-type: none"> <li><b>Room 3: sharing experience on GI spirit drinks</b></li> </ul> <p>Speakers: Ms Amandine DUTHILLEUL, Representative of Cognac spirit GI Ms Georgia NTOKOU, Representative of Ouzo spirit GI</p>
15:15 - 15:45	<b>Coffee break</b>

15:45 – 17.15	<p align="center"><b>ROUNDTABLE DEBATE:</b> <b>EU-SINGAPORE FTA: NEW BUSINESS OPPORTUNITIES FOR GIs AGRI-FOOD PRODUCTS</b> <b>Chair: Mr John CLARKE (European Commission DG AGRI)</b></p>	
	Speakers at the Round table:	
	<p align="center"><b>EU side:</b></p> <ul style="list-style-type: none"> <li>Mrs. Almudena MÍNGUEZ MATORRAS, Counsellor of Agriculture, Fisheries and Food for South East Asia, Embassy of Spain in Singapore</li> <li>Mr. Wilfrid FOUSSE, Agriculture Counsellor for South East Asia, Embassy of France in Singapore</li> <li>One representative of <b>EU GI producers</b></li> <li>One representative of EU Business community</li> </ul>	<p align="center"><b>Singapore side</b></p> <ul style="list-style-type: none"> <li>Mrs. Ary Taoubi, Sales Manager, Restaurants Channel, Classic Fine Foods Singapore</li> <li>Mr. Peter Knipp, Founder of World Gourmet Summit</li> <li>One/two authority representatives (MTI, Enterprise Singapore) or business community representatives (Singapore Business Federation)</li> </ul>
17:15 -	<b>CONCLUDING REMARKS</b>	

17:30	Mr John CLARKE, Director DG AGRI, European Commission Official from Singapore Ministry of Trade and Industry MTI - TBC
17:30 - 21:00	<b>Networking reception hosted by the European Commission</b> <ul style="list-style-type: none"> <li>● Cooking station presenting EU GI agri-food products</li> <li>● Display and tasting of EU GI agri-food products, including wines and spirits</li> </ul>

### **Background**

This conference is held in the context of deepening ties between Singapore and the EU, most recently manifested through the European Parliament's nod for the EU-Singapore Free Trade Agreement (EUSFTA), the EU-Singapore Investment Protection Agreement (EUSIPA) and the EU-Singapore Partnership and Cooperation Agreement (ESPCA). Annual bilateral trade in goods and services between Singapore and the EU is currently valued at over **€100 billion**.

The EU protects product names from misuse and imitation and helps consumers by giving them information concerning specific character of the products. Recognised as intellectual property, **geographical indications** for agri-food products play an increasingly important role in commercial relations between the EU and other countries.

### **About The European Union (EU)**

The EU, which consists of 28 countries, has the world's largest economy and the third largest population (500 million), after China and India. Though richly diverse, the countries that make up the EU (its 'Member States') are all committed to the same basic values: peace, democracy, the rule of law and respect for human rights. They have set up common institutions so that decisions on matters of joint interest can be made democratically according to European standards. By creating a frontier-free single market and a single currency (the Euro), the EU has given a significant boost to trade and employment. It is also at the forefront of policies on sustainability. The EU has around 140 Delegations around the world, one of which is in Singapore. The EU in Singapore runs several programmes ranging from trade to climate change to culture and works actively to promote the importance of the EU-Singapore relationship at various levels.

**For more visit:** [www.europe.sg](http://www.europe.sg)