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Ministry of Agriculture, Forestry and Water Management of Serbia**

**AGRIDEA**

**SEEDDEV**

**SOUTH EAST EUROPE TECHNICAL SEMINAR  
Quality Food Products Linked to  
Geographical Origin and Traditions**

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# **Quality Food Products Linked to Geographical Origin and Traditions in South East Europe: Lessons learned and ways forward**

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SOUTH EAST EUROPE TECHNICAL SEMINAR

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Federal Palace, Belgrade

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The Food and Agriculture Organization of the United Nations (FAO): Food security exists when all people at all times have physical and economic access to safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life. Within this scope, FAO has extended its activities to include supporting implementation of quality linked to special production systems in relation to rural development. A programme on specific quality was launched in 2007: several regional seminars have been organized in order to share knowledge and experiences and support Member countries' experiences. [www.foodquality-origin.org](http://www.foodquality-origin.org)

AGRIDEA is a competence pool on Geographical Indications at the international level, with a broad range of products and services, such as research and development projects; short-term expertise on GIs for enterprises and/or producers, as well as for private or public institutions; advice on intellectual property, certification and marketing; training modules and seminars. [www.agridea-international.ch](http://www.agridea-international.ch)

SEEDDEV is a consulting group gathering Balkans based international and national experts involved in strengthening farmers' and rural based associations, rural community mobilization, techno-economic analysis of commodity chains and private entrepreneurs' projects. SEEDDEV foresees that GI protection and other analogous labelling will contribute to rural development in the Balkans region by adding value to agricultural products and improving the image of rural areas. [www.seeddev.org](http://www.seeddev.org)

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All the presentations of the seminar can be downloaded at the following web address:

[http://www.foodquality-origin.org/serbia/index\\_fr.htm](http://www.foodquality-origin.org/serbia/index_fr.htm)

### List of Acronyms

GI Geographical Indication,

IPA Instrument for Pre-accession Assistance,

ENPI European Neighbourhood and Partnership Instrument,

NGO Non-governmental Organization

UCODEP Unity and Cooperation for Development of People

OriGIn Organisation for an International Geographical Indications Network

# 1 Introduction

## 1.1 Quality Food Products Linked to Geographical Origin and Traditions : The Situation in the South and Eastern European countries

Food traditions in South and Eastern European countries are intimately linked with strong cultural identities. The various specialties include dairy and meat products, pickles, spirits, jams and candied fruits. Though not always very diversified and region specific, these products often play an important part in social events as well. The relationship that most citizens nurture for their rural origins strengthens these linkages.

In the mid- to long-term, these habits are threatened by various factors. The foreseen growth in commercial farming shall progressively reduce the role of artisan farm food production for family needs. This process is likely to be further strengthened by the enforcement of EU regulations, especially food safety standards covering animal slaughtering and dairy processing. Eventually, urban consumers are likely to lose their linkages to rural relatives, as the numbers employed in small-scale farm and food production dwindle. These trends are already apparent in several Central European countries that joined the EU in 2004 such as Hungary or Czech Republic.

During the socialist era, State Enterprises were the main suppliers of agri-food products for urban markets and they didn't deliver specific quality products. Traditional processors, including farmers were involved only in informal short supply chains.

More recently, newcomers in the food-industry have anticipated the demand of a growing urban working middle-class. Meat and dairy products referring to geographic origin and "home-made" processed fruits and vegetables have appeared on supermarkets and delicatessen shops to satisfy the demand of the urban population searching for quality and tradition. These new industries are often owned by entrepreneurs that consider the food-industry as one of the sectors with the best potential in the region. Farmers and small processing units in the rural areas where traditional products originate often lack of marketing and strategic skills. This prevents them from taking advantage of their know-how to add value at the local level.

The legal framework reforms are triggered by EU integration and WTO accession. Former Yugoslavia (actual Serbia, Slovenia, Bosnia Herzegovina, Croatia, Montenegro and Former Yugoslavian Republic of Macedonia) has a long tradition of GIs protection. Before the breakdown of the former Yugoslavia, numerous specialities had been protected under the law. However, although private individual producers could become authorised users, State or socially owned enterprises had the monopoly of the GI use. In the recent period since the break up of Yugoslavia, the newly formed countries adopted or reviewed the legal framework to satisfy the requirements of the WTO and EU. All countries made great efforts in that direction and progressed according to the political agenda, the economic situation and the level of EU integration.

## 1.2 Objectives and organization of the seminar

The regional workshop on food product quality linked to their origin and traditions in the Central and Eastern European countries was foreseen to help addressing some of the Quality Food Products Linked to Geographical Origin issues through different processes:

- Sharing knowledge, information and experiences;
- Addressing what is currently ongoing on these issues;
- Initiating of a network of institutions involved in GIs issues in the South-eastern Europe;
- Identifying bottlenecks and issues in the reform process;
- Drawing lessons learnt from countries the most advanced in the EU integration (Croatia, Hungary, etc.)
- Identifying needs and possible technical assistance to the region

The South Eastern Europe Technical Seminar on Quality Food Products linked to Geographical Origin and Traditions was organised in Belgrade, Serbia on the 3<sup>rd</sup> and 4<sup>th</sup> December 2008. 56 participants from national institutions, international organization, NGOs and research centres, involved in the matter attended the meeting, which was strongly supported by the Ministry of Agriculture and Water Management of Serbia. The list of participants is in appendix 1.

The seminar was organized in two phases. The first day (Wednesday 3 December), the plenary sessions and discussions were dedicated to institutional and legal issues at the regional level. The second day's (Thursday 4 December) plenary session and discussions addressed the organisational and technical aspects of setting up a quality label based on geographic origin.

The objectives of the seminar were to provide an overview of the range of approaches to quality in the SEE region, to highlight common points and to discuss lessons learned in order to make recommendations for the region. So information was shared on experiences: benefits, constraints, success factors about quality linked to origin and traditions; procedures and technical issues.

At the end of the seminar, working groups have been organized to identify country needs and corresponding concrete collaboration actions in SEE. Participants took part in workshops, which allowed networking and expressing the need for future technical assistance.

The detailed programme is in appendix 2.

This document presents the synthesis of the discussions and the recommendations expressed during the seminar.

## 2 Results

### 2.1 Quality Food products linked to geographical origin: Challenges for the SEE region

The introductory session was composed of three presentations to present the South Eastern Europe context regarding the quality food products linked to geographical origin and geographical indication (GI), and to identify the main challenges:

- How GIs can contribute to sustainable rural development, Emilie Vandecandelaere, FAO, Quality and Origin.

- Local and institutional challenges in the establishment of GIs in south-eastern countries, Dominique Barjolle, AGRIDEA, Director; and Pascal Bernardoni, SEEDEV, Director.

- The need for GI policy in south-eastern countries, Barna Kovacs, Corvinus University of Budapest.

So far, the main objectives of the policy-makers are EU integration and/or WTO membership, as well as the protection of their origin based products. As a result, systems of geographic protection in South-eastern and Eastern Europe are under the competence of the Offices for Intellectual Property. Agricultural institutions and farmers/processors have a minor role in the whole process, and awareness at the consumer level is low or non-existent.

The integration of other dimensions of GIs could participate to food chains strengthening and rural development. In the new environment embodied by market liberalisation and agriculture policies reforms, State institutions in the South Eastern European countries and in the new member States start to perceive GIs as a tool for the promotion of quality and increased value-added products.

It is only recently, that ministries of agriculture and related institutions have also shown interest for geographical indication legal instruments. This new evolution offers a great potential for creating a link between geographical indications and rural or agricultural development. However, this new process shall overcome different challenges. A first challenge will be the **new share of competences between the various institutions that shall play a role in the implementation of the system**. This should include the establishment of **credible certification and controls systems**. A second issue is **how to involve and give ownership of the single initiatives to the farmers, processors and other stakeholders** of the food chains. Eventually, **how these efforts link the market to consumers?**

AGRIDEA in collaboration with SEEDEV have carried out research on the topic in the region since 2006. Together with FAO, within the programme Quality linked to geographical origin, case studies have been carried out in this area on three products: the Cheese of Livno (Bosnia and Herzegovina), the Bean of Tetovo (Macedonia) and the Dried Meat of Uzice (Serbia). The conclusions of the case studies shows that the establishment of GI could support SMEs (Small and Medium Enterprises) involved in the agro-food sector and medium scale farmers contributing to the rural development of marginal areas. It could also contribute to improve food-chains organisation and food quality standards. Eventually, indirect impact could be expected on rural exodus and land abandonment.

## 2.2 Institutional and legal issues at regional level

The main gaps at institutional and legal levels identified in the case studies made within the quality linked to geographical area program were:

- the different levels of progress in terms of legal background related to GI from one country to the other;
- the slowness and irregularity of the information flow among the different institutions and ministries concerned by Geographical Indications
- the lack of definition and structuring of the responsibilities and tasks of the different institutions, and
- the lack of knowledge on how to apply the existent legal framework in practice, and so the need for implementation instruments.

### 2.2.1 Intellectual Property legal framework related to GI

During the seminar, issues about harmonisation of the legal framework among SEE countries and with EU regulations were addressed through three presentations, on Wednesday 3 December afternoon:

- Presentation of Serbian experience, Miodrag Markovic, Industrial Property Office of Serbia

- Presentation of Slovenian experience, the twinning Project "Improving knowledge about Food Quality Product in Slovenia, Marija Klopčič, University of Ljubljana

- Current financial and technical assistance tools supporting enlargement countries and in future also European Neighbourhood Policy countries in adapting EU standards, Isabelle PEUTZ, Directorate General for Agriculture and Rural development of the European Commission (DGAGRI)

These presentations and the following discussions provided an overview of the range of approaches to quality in the SEE region and highlighted common points, which are summarized below.

#### **Among the South-eastern European countries.**

Former Yugoslavian countries (actual Serbia, Slovenia, Bosnia Herzegovina, Croatia, Montenegro and Former Yugoslavian Republic of Macedonia) all have a legal framework to protect Geographical Indications. Yugoslavia has been part of all agreements regarding intellectual property rights. There is a long tradition of protecting Geographical Indications in those countries and Albania and Croatia are now members of the WTO.

The GI application is possible for individuals, which might exclude some of the producers. The producers' organisations are often weak and there are no inter-professional organisations allowing the representation of all value chain stakeholders. In term of decision making in defining the product and its geographical area, the balance of power is not necessarily given to producers and processors, but rather to academics and institutional stakeholders. The opposition procedure is often missing and the enforcement of decisions is not really put into practices as the laws and regulations often do not precise who the control bodies are.

In Serbia, the current law is the Law on Indications of Geographical Origin 2006. The new law replaces a law that had been adopted in 1995 and which allowed the implementation of a PDO/PGI system similar to the European model but lacked, in its application, several fundamental principles such as the certification and controlling procedures, etc.

Serbia has a *Sui generis* protection. As in the EU-countries, some forms of *ex officio* protection are available (procedure by which the Government takes the responsibility on the enforcement of the GI law). In case of infringement of a protected GI, *ex officio* protection is provided upon request of the consumer associations and of the public prosecutor.

In Croatia, the competent authority is the Ministry of Agriculture, Fisheries and Rural Development (MAFRD). Since 2008, The Act on designations of origin, geographical indications and the traditional speciality logo for agricultural products and foodstuffs - Harmonized with EU Regulations 510/2006 and 509/2006 is into force. One Ordinance is in progress, harmonizing with EU Regulations 1898/2006 and 1216/2007: The Act on designations of origin, geographical indications and the traditional speciality logo for agricultural products and foodstuffs, which aims at defining the procedure for the protection of designations of origin and geographical indications of agricultural products and foodstuffs at the national level, and the procedure for the protection of the traditional speciality logo at the national level.

In Slovenia, the EU regulation 510/2006 has been adopted since its entry into the European Union. However the use of official labels remains very low.

In Macedonia, the current law related to Geographical Indications is the Law for industrial property- part IV, and the By-law for protection of geographical indications (Off. Gazette 9/2004), within the State Office of Industrial Property. A new Law for industrial property is in preparation for 2009. The Ministry of Agriculture, Forestry and Water Economy MAFWE also developed, in the Law for agriculture and rural development (Off. Gazette 134/2007) a Part (VI) on Quality and labelling of agricultural products which details the rules for preparation, application and adoption of requests from users, the rules for registration of users and their monitoring, the system of control of PDO, PGI, TSG and protection on the market and the labelling of protected products (logo). As an illustration, the role of governmental institutions is defined as such: the Ministry of Economy is in charge of food processing industries and SMEs development; the Ministry of Agriculture is in charge of production, processing (wine, meat, dairy processing).

In Bosnia, the Industrial Property Law 2002 is in force at the moment. As stated in the Food Law adopted in 2004, it is also mentioned that the Food Safety Agency is in charge to propose to the Council of Ministers to adopt regulations on authenticity and geographical origin marking. On that base, the Food Safety Agency has prepared an Ordinance on Geographical Indications detailing the procedures to protect GIs.

In Albania, despite the potential for promoting specific quality products, there is no law on Geographical Indications.

### **Adopting EU standards.**

Different financial and technical assistance tools in adapting European Union (EU) standards have been identified:

Within the EU quality policy and for Geographical Indications in particular, the following impacts have been observed: Geographical Indications allow to retain added value, prevent de-localisation and land abandonment, have positive impact on tourism; offer marketing conditions; diversification, competitiveness, fair competition in a global market; preserve biodiversity, local know-how, natural resources and improve land management. For enlargement countries: the same impacts are expected as a natural process. Within the Neighbourhood Policy Countries: such objectives can be reached through opportunity (shared trade).

EU offers active promotion of the Geographical Indication policy in third countries, either through a multilateral level approach (improving the protection level, facilitating international registration) or through bilateral level approach, with rapid 'en bloc' registration of each other's GIs. Financial and technical supports are also available through IPA (Instrument for Pre-accession Assistance), ENPI (European Neighbourhood and Partnership Instrument), and European Development Fund (ACP). Direct registration of foreign Geographical Indications in EU registers is also a possibility.

Within the IPA, two components are relevant for quality policy and GIs:

- The component 1 - Transition Assistance and Institution Building - is available for all enlargement countries and concerns legislative alignment *acquis* and administrative capacities (Technical assistance projects for taking over EU quality policy *acquis*, Support for implementing legislation: administrative capacities; control bodies, laboratories) ;
- The component 5 - Rural Development – IPARD is only available for candidate countries for the EU membership and proposes investment support for rural development.

### **2.2.2 The institutional network for an efficient establishment, control and protection of GIs**

The three following presentations addressed the roles of institutions in the management of the GI schemes, in particular, evaluation, protection and certification and control issues for protection of GIs:

- Presentation of Macedonian experience, Pance Nikolov, Ministry of Agriculture, Forestry and Water Management of Former Yugoslavian Republic of Macedonia, Head of Unit.

- Presentation of Croatian experience, Tomislav Tojic, Ministry of Agriculture, Forestry and Water Management of Croatia, Directorate for Food Safety and Quality.

- Presentation of control and certification system in EU (illustrated by the Italian experience); implications and challenges for pre-accession countries, Ventura De Lauretis, Suolo e Salute, Italy.

The debates have highlighted the question of the **Geographical Indications register attribution**. This question is perceived in Serbia, like in other countries as placing in competition the Office for Intellectual/Industrial Property with the Ministry of Agriculture. As it was noted by some of the participants, this question must not be treated as a question of competition but as possible better complementarities for a complete implementation of Geographical Indication scheme and a better marketing and economic impacts of the product under Geographical Indication.

As an illustration, in Croatia, the supervision of the Geographical Indication register has been transferred to the Ministry of Agriculture. Many changes have been observed as a consequence:

- The production modalities of the product and the economic, politic and social implications of some of the technical dimensions of the Code of practices are known and identified;
- The control organisations are listed and the controls coordination can be done by the Ministry of Agriculture in coherence and complementarities with other types of controls, which may also be implemented at the farm or firm level;
- The legislative framework is implemented and frauds controls can be organised.

As far as the **certification** is concerned, the product certification by a third and independent certification body is not implemented yet, even not mandatory in some cases.

As highlighted in previous case studies made within the quality linked to geographical origin program, the absence or malfunctioning of the control and certification procedures is a major problem. This is also linked with the difficulties of competences repartition among the different institutions. The question of the possibility for a free competition market for certification bodies has been raised, also in view of the future increase in registration demands. The interest for a regional certification body, allowing scale economies has been mentioned. It has also been noticed that new EU member countries like Hungary still have a public certification system for Geographical Indications whereas Geographical Indications certification in Romania is implemented through three main private certification bodies.

Overall, the interest was high concerning the certification issue. However, the accreditation procedures are missing. Linked with certification and control aspects, the issue of exceptions for traditional products related to food safety has also been raised.

## 2.3 Organisational and technical aspects at regional level

At the organisational and technical aspects at local level, in the case studies made within the quality linked to geographical origin program, the main following issues had been identified:

- The lack of knowledge and understanding of the GI concept and implementation modalities;
- The weak willingness to enter a collective organisation process;
- The difficulties to define and upgrade the product, the need of support to elaborate the Code of Practice;
- The difficulties to define and implement internal controls;
- The lack of marketing skills and information as a hindrance for market access.

### 2.3.1 Definition and upgrading of product: problems and solutions

Definition and upgrading of product were the topics of the first three presentations of Thursday 4 December:

- Projects around traditional cheeses in Bosnia and Herzegovina, [Sorinel Ghetau, UCODEP; Zlatan Saric, Faculty of Agriculture, Sarajevo.](#)

- [Definition of a Geographical Indication around Futoski Kupus in Serbia, Aleksandra Novakovic, Institute for Food Technology, Novi Sad, Serbia.](#)

- [Slavonski Kulen in Croatia, Tomislav Galovic, OriGIIn, Vice President for Eastern Europe.](#)

The main ideas of this session are summarized below.

**The knowledge related to Geographical Indication** at the producers' level (as well as at the consumers' level) is considered as one of the main weaknesses. There is a low demand at consumer and producer side as GI products are not well known in the region. Generally speaking, there is a lack of familiarity with the concept of GI. As far as legal recognition and protection are concerned, Geographical Indications stakeholders have a bad knowledge of the laws and procedures which need clarification. The registration or protection request has to be done at a proper time. It is a strategic movement which requires producers to be sure of the choices they are

making. The debates also highlighted that producers need to be aware of the differences between Trademarks and Geographical Indications.

As for **collective organisation process**, the participants noticed that involving small producers in GI initiatives can be a mean to avoid their exclusion from the supply chain. Additionally, the involvement of the traders in the process of supply chain organisation is a good way to create and keep a good link with the market and avoid at the same time monopolisation by the traders.

On the other hand, there is a lack of understanding of the benefits of a collective cooperation after the registration, linked to marketing and promotion. There are weak linkages among the different stakeholders; the concerted approach is lacking, also handicapped by the lack of ownership of producers.

**The code of practices, that is the document defining the specific quality of the product and its link to the geographical origin as well as certain steps of manufacturing, on which is based the registration, is a major step**, which is often underestimated or not well understood, according to the participants. There is a clear lack of knowledge of what needs to be mentioned in the code of practice and how the description of the product has to be done. The question of representativity of the demanding group which is mandatory at the EU level has raised many questions. In order to have a credible and long lasting registration, some, like Leskovacki Ajvar protection initiators, have chosen the EU registration as an objective.

These steps shall all result in **labelled products on the market**. However, certification is not always possible for producers because it costs a lot. In Slovenia, which has 11 PDOs, 12 PGIs and 5 TSGs registered at the moment, there is a lot of empty space in the use of official labels and in the dissemination of information towards producers. Supermarkets are often sceptic and primary producers are not willing to sell at processors' prices. Therefore, the underuse of the official labels has prevented the development of a guaranteed or negotiated price and any fair repartition of the added value among the supply chain stakeholders. There is a need for better control and penalties and for a tighter certification implementation. Additionally, there is a lack of understanding of the positive effects of protected GI production, like reputation, effectiveness, common benefits as quality and image. Producers often wait for external control with the following assumption: "there is no need for registration because nobody will control us".

### 2.3.2 The local organisation around GIs

Then the following presentations were about the local organisations around GIs and collective dynamics issues:

- The Kraljevacki Kajmak, Serbia Dražan Roganovic, Ibarska Development Association.

- The Leskovacki Ajvar Project, Serbia, Bruno Frattini, ICARO; Gordana Dacic, Chamber of Commerce of Leskovac.

- The Dinaric Arc Initiative, Bosnia and Herzegovina Richard Eberlin, FAO REUT, Land Tenure and Rural Development Officer.

The main ideas of this session are summarized below.

**The creation of a territorial dynamic** has been one of the main concerns of the participants. The example of Livno cheese, led by the NGO UCODEP, was quoted as exemplary with a step by step process. This process started with the concrete awareness of the people on their own capacities and the creation of a movement in the territory. The local products were promoted in BiH and other countries, especially in Italy, and particularly at local level. A website and a guide with the mapping activities were also created. The challenge is still important because according to the actual laws, production of cheeses with raw milk is forbidden in BiH. An understanding of the context (which are the laws, which are the methods of production) was needed at the beginning. All the producers on the territory were found and identified, with the constant preoccupation of and not forgetting any producer. A lot of awareness was realised through meetings with producers and other stakeholder in order to create a common perspective and ideas on these traditional products. It was important that producers were convinced about their product but also other stakeholders, institutions and NGOs mainly. In this work Italian expertise and local expertise were involved. This mix between local and international experience was very important.

In order to start the project and convince the local authorities and the producers, a strong awareness campaign was done at the canton level (regional level) and an important change was observed insofar as the canton started to defend producers producing Livno cheese with raw milk. This created a conflict between veterinarians and producers in Bosnia and Herzegovina. Something important had changed because the institutions themselves believe in the Geographical Indication for the development of their territory and tourism.

Kraljevacki Kajmak protection initiative has also been presented. Kajmak is a soft cheese produced in Kraljevo, in the South East region of Serbia. The total production is around 420 tons per year (with around 600 small producers producing 10 kilograms per week and 5 dairies with a production of 2 tons per week). The turnover is around 2.5 million Euros and around 800 households are involved in milk and kajmak production in Kraljevo region.

The protection was initiated by the local NGO IDA (Ibarska Development Association) with the following objectives: preservation of the tradition; better marketing positioning; possibility to preserve the good reputation of Kraljevo kajmak; improving quality of product according to hygiene production standards (HACPP); possibility for rural development and supporting small-scale producers; promotion of the gastronomy. The first step in the protection was to analyse the supply chain and to do some promotion in the local community through meetings with producers and with the local authorities. Media promotion was also used. A coordination body was formed, to work on the definition of the Kajmak code of practices. Eventually, meetings are being held every month to continue the product codes of practice definition.

The registration of Kraljevski Kajmak as a PDO presents several challenges, among which the necessity to adapt the structures of production, to anticipate the change of the supply chain structure (with a reduction of wholesales), to improve food safety standards and to increase the added value going back to the producers.

The Regional Chamber of Commerce and Industry of Leskovac and the Union of Agricultural Cooperatives of Jablanica and Pcinja Districts developed the idea of protecting Leskovacki Ajvar (ajvar is a typical relish made from red bell peppers, eggplant, garlic and chili pepper).in cooperation with Italian partners. In 2007, a Memorandum of Understanding between Chambers of Commerce of Siena and Leskovac was signed. The overall aim of this agreement is to support socio-economic development with specific attention to environmental aspects. The certification of traditional agri-food products, among which Leskovacki Ajvar, is one of the activities.

The protection was initiated with the following objectives: to preserve traditions and specific characteristics of Leskovac Ajvar; to prevent falsification, misuse, imitation of product; to secure added value of final product complying with food safety requirements; to create a product that will be recognized throughout Serbia and region; to maximize quality and profits on product and to increase the income of right holders and competitiveness.

Challenges and difficulties encountered are the following:

- The standardization of Leskovac paprika and Ajvar production system, (including the adoption of an agreed unique traditional recipe);
- The low investment in design and marketing activities;
- The lack of additional financial resources – insufficient number of introduced HACCP standards in most production facilities;
- The difficulties to develop an effective control and supervision system able to secure compliance to national and EU legal framework ;
- And the low cross-sector cooperation (Ministry of Agriculture, Ministry of economy and regional development, etc).

The strong link with environmental issues was also underlined, as Geographical Indication promotion may lead, in some cases, to an increase in the demand and a threat on the natural landscape. The re-launching of agricultural activities and the increase of cattle in one area is not sufficient; there must be a real economic interest for people to do it.

### **3 Recommendations: the ways forward**

The following activities recommendations all result from three parallel working groups which were held during the seminar, Thursday 4 December in the afternoon:

- Main gaps and technical assistance needs at farmers and processors level;
- Main gaps and technical assistance needs at institutional level;
- Common regional problems: what possible cooperation/synergies.

#### **3.1 Pilot activities**

- Case studies / good practices / pilot cases are needed to provide the feedback for strategy definition at institutional level;
- Market researches are needed for an emphasized bottom-up approach;
- A pilot project on GI promotion in a regional basket could be an efficient way to link other dimensions to the product (tourism, rural development, etc.);
- An inventory of the potential GI products in the region seems to be essential to go further with support activities;
- The already active NGOs and organisations need to be linked to existing networks such as Slow Food or OriGIIn (Organisation for an International Geographical Indications Network).

### 3.2 Study tours/Trainings/Exchanges

- At producer level, study tours and exchanges are necessary to disseminate good examples from other countries, to develop the capacities for product description and Code of practices redaction, to raise the awareness about the positive effects of internal control and for a good transfer of knowledge from producers to producers.
- At the institutional level, workshops of exchange of experiences are essential regarding the issue of legislations harmonisation to discuss the following aspects: bottlenecks and models for GI product development, legal aspects, organisational aspects, technical aspects, control, marketing and promotion.
- There is also a clear need for the creation of a strong and interactive network which could be done through a portal or a web tool. It would be a network for facilitators, providing toolkits for GI product development, the inventory of GI names previously done in the pilot activities and examples of best practices.
- Seminars at national level have also been mentioned.
- There are also clear demands to repeat this regional seminar as a good mean to interact on technical problems and issues with neighbouring countries.

### 3.3 Guide to producers

A guide for producers and practitioners is needed to fulfil several objectives: to understand the legal jargon, to be aware of the specificity of Geographical Indications, the difference among legal tools (difference between *sui generis* system and trademark law) and to understand inter-professional cooperation.

### 3.4 Capacity building of local service providers

This recommendation is divided in three aspects:

- The identification of those local service providers. Several have been mentioned such as associations, chambers of commerce, extension services, rural development networks, local governments and municipalities. However, a grid of competencies needed for GI product development supports could be established and an evaluation and selection of the different providers in each country could be done on this basis.
- The capacity building per se, which should lead to the following activities:
  - Awareness raising and training for farmers on product description;
  - Facilitation of rules definition and their enforcement;
  - Mediation and facilitation to get the producers aware and to cooperate;
  - Support to gain a concerted approach among producers;
  - Making the difference between support and decision making (producers need to make the decision);
  - Identifying which services the association of producers can offer and defining long term strategies;
- With a specific focus on marketing aspects, links with the consumers and consumers studies:
  - Support the development of markets and distribution channels;
  - Support the development of marketing strategies and development of regional products basket promotion.
  - As mentioned in the point 3.1 Market researches need to be implemented prior to the definition of marketing and support strategies, as well as consumer studies.

All these recommendations should be implemented through a mixed or complementary expertise between local and foreign expertise and through the improvement of public-private partnership.

## 4 Appendix 1 : List of participants

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## 5 Annexe 2 : Detailed programme

<b>WEDNESDAY 3 DECEMBER</b>	
<b>8.30 – 9.00</b>	<b>Registration</b>
<b>9.00 – 9.30</b>	<p><b>Welcome Address, Opening Remarks</b></p> <ul style="list-style-type: none"> <li>• <i>Bozida Djelic</i>, Vice Prime Minister of Serbian Government</li> <li>• <i>Ms Kadlecikova</i>, FAO Representative for Europe and Central Asia</li> </ul>
<b>9.30 – 11.00</b>	<p><b>Quality Food Products linked to Geographical Origin: Challenges for the South-eastern European Region - (3*20' + Discussion)</b></p> <p><i>Chairman: s Kadlecikova</i>, FAO Representative for Europe and Central Asia</p> <ul style="list-style-type: none"> <li>• How GIs can contribute to sustainable rural development, <i>Emilie Vandecandelaere</i>, FAO, Quality and Origin.</li> <li>• Local and institutional challenges in the establishment of GIs in south-eastern countries, <i>Dominique Barjolle</i>, AGRIDEA, Director; <i>Pascal Bernardoni</i>, SEEDEV.</li> <li>• The need for GI policy in south-eastern countries, <i>Barna Kovacs</i>, Corvinus University of Budapest.</li> <li>• Discussion</li> </ul>
<b>11.00 – 11.30</b>	<b>Coffee Break</b>
<b>11.30 – 13.00</b>	<p><b>The International Context for GIs - (3*20' + Discussion)</b></p> <p><i>Chairman: Dominique Barjolle</i>, AGRIDEA.</p> <ul style="list-style-type: none"> <li>• International Framework for the protection of the Geographical Indications and Appellations of Origin, <i>Matthijs Geuze</i>, World Intellectual Property Organization (WIPO), Senior Counsellor.</li> <li>• Geographical indications as an instrument of the EU rural development policy, <i>Isabelle PEUTZ</i>, Directorate General for Agriculture and Rural development of the European Commission (DGAGRI).</li> <li>• Stakes and state of the international negotiations (WTO, WIPO) <i>Alexandra Grazioli</i>, Legal and International Affairs Division of the Swiss Federal Institute of Intellectual Property.</li> <li>• Discussion</li> </ul>
<b>13.00 – 14.30</b>	<b>Specialties Exhibition and Lunch</b>
<b>14.30 – 16.00</b>	<p><b>Harmonisation of the legal framework among the South-eastern European countries and with the EU regulations - (3*20' + Discussion)</b></p> <p><i>Chairman: Branislav Raketic</i>, Ministry of Agriculture, Forestry and Water Management of Serbia.</p> <ul style="list-style-type: none"> <li>• Presentation of Serbian experience, <i>Miodrag Markovic</i>, Industrial Property Office of Serbia, Assistant Director, Patent Sector.</li> <li>• Presentation of Slovenian experience, the twinning Project "Improving knowledge about Food Quality Product in Slovenia, <i>Marija Klopčič</i>, University of Ljubljana.</li> <li>• Current financial and technical assistance tools supporting enlargement countries and in future also European Neighbourhood Policy countries in adapting EU standards, <i>Isabelle PEUTZ</i>, Directorate General for Agriculture and Rural development of the European Commission (DGAGRI).</li> <li>• Discussion</li> </ul>

**16.00 – 16.30 Coffee Break**

**17.00 – 18.30 The institutional network for an efficient establishment, control and protection of GIs**

(3\*20' + Discussion)

Chairman: *Isabelle PEUTZ, Directorate General for Agriculture and Rural development of the European Commission.*

- Presentation of Macedonian experience,  
*Pance Nikolov, Ministry of Agriculture, Forestry and Water Management of Former Yugoslavian Republic of Macedonia, Head of Unit.*
- Presentation of Croatian experience,  
*Tomislav Tojcic, Ministry of Agriculture, Forestry and Water Management of Croatia, Directorate for Food Safety and Quality.*
- Presentation of control and certification system in EU (illustrated by the Italian experience); implications and challenges for pre-accession countries,  
*Ventura De Lauretis, Suolo e Salute, Italy.*
- Discussion

**20.15 Dinner at Restaurant Maksimiljan**

**THURSDAY 4 DECEMBER**

**09.00 – 10.30 Definition and upgrading of product: problems and solutions - (3\*20' + Discussion)**

Chairman: *Massimo Vittori, OriGIn, General Secretary.*

- Projects around traditional cheeses in Bosnia and Herzegovina,  
*Sorinel Ghetau, UCODEP; Zlatan Saric, Faculty of Agriculture, Sarajevo.*
- Definition of a Geographical Indication around *Futoski Kupus* in Serbia,  
*Aleksandra Novakovic, Institute for Food Technology, Novi Sad, Serbia.*
- Slavonski Kulen in Croatia,  
*Tomislav Galovic, OriGIn, Vice President for Eastern Europe.*
- Discussion

**10.30 – 11.00 Coffee Break**

**11.00 – 12.30 The local organization around GIs (3\*20' + Discussion)**

Chairman: *Pascal Bernardoni, SEEDEV, Director.*

- The Kraljevacki Kajmak, Serbia  
*Dragan Roganovic, Ibarska Development Association.*
- The Leskovacki Ajvar Project, Serbia,  
*Nicola Tiezzi, ICARO; Gordana Dicic, Chamber of Commerce of Leskovac.*
- The Dinaric Arc Initiative, Bosnia and Herzegovina  
*Richard Eberlin, FAO REUT, Land Tenure and Rural Development Officer.*
- Discussion

**12.30 – 14.00 Lunch**

**14.00 – 15.30 Working groups**

- Topic 1: Main gaps and technical assistance needs at farmers and processors level.  
Moderator: *Pascal Bernardoni, SEEDEV; Reporter:* *Hajnalka Petrics, FAO-REUT.*
- Topic 2: Main gaps and technical assistance needs at institutional level.  
Moderator: *Magali Esteve, AGRIDEA; Reporter:* *Katalin Ludvig, FAO-REUT.*
- Topic 3: Common regional problems: what possible regional cooperation / synergies.  
Moderator: *Dragana Tar, SEEDEV; Reporter:* *Richard Eberlin, FAO-REUT.*

**15.30 – 16.00 Coffee Break**

**16.00 – 17.00 Round table: the way forward**

- Summary and conclusions of the working groups.
- Stakeholders panel: Countries representatives, OriGIn, DGAGRI, FAO, AGRIDEA, SEEDEV, ...

**17.00 – 17.30 Conclusions and Recommendations**

