

INTERNATIONAL
CONFERENCE

**THE PROTECTION OF
TRADEMARKS
AND PGI/PDO
FROM LOCAL ROOTS
TO THE GLOBAL
SCENARIO**

THE IMPORTANCE

OF BEING...

TORINO

MAY
26
2026

UNIVERSITY
OF TURIN
SCALO VALLINO

PIAZZA NIZZA, 44
TORINO





THE PROTECTION OF TRADEMARKS AND PGI/PDO FROM LOCAL ROOTS TO THE GLOBAL SCENARIO

*May 26, 2026, 10 AM – 5 PM
University of Turin*

Via Gianmaria Testa - Piazza Nizza 44 - Turin

The Consorzio del Vermouth di Torino is promoting a multi-disciplinary conference focusing on the technical, regulatory, and marketing aspects of the enhancement and protection of PGI, PDO, and registered trademarks containing geographical names.

The Consorzio del Vermouth di Torino is organizing this symposium in collaboration with CONVIVI, OICCE, UGIVI, Accademia di Agricoltura di Torino, and the Torino Chamber of Commerce

The conference uses the term “*Torino*” (Turin) as its specific case study, providing a broad overview to analyze current best practices, existing international risks, and the potential for greater protection and enhancement of Designations of Origin, Geographical Indications, and Collective Trademarks in the agri-food sector that include a geographical term.

The various topics will be presented by Italian and international experts. Starting from the regulatory framework and substantive requirements as the basis for controls and protection, the speakers will analyze tools and potential protection strategies, the role of control authorities, territorial development policies, and active surveillance strategies.

The event can be followed either in person or via videoconference.



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10:00 AM - Welcome greetings

Dott. **Bruno Malavasi** - *President of the Consorzio del Vermouth di Torino*

Avv. **Diego Saluzzo** - *President of UGIVI*

Prof. **Luca Rolle** - *Director of Centro CONViVi Università di Torino*

Prof. **Vincenzo Gerbi** - *President of OICCE*

Prof. **Marco Devecchi** - *President of the Accademia di Agricoltura di Torino*

Dott. **Massimiliano Cipolletta** - *President of the Camera di commercio di Torino*

Moderator

Dott. **Pierstefano Berta**

Director of Consorzio Vermouth di Torino

INTRODUCTION

Min. Plen. **Andrea Mazzella**

Director of Ufficio Relazioni Internazionali - ADM

“The role of ADM (*Italian Customs and Monopolies Agency*)
as certifier of the quality of Italian PGIs for international markets.”

Avv. **Diego Saluzzo**

UGIVI – Grande Stevens Law Firm

“The power of Origin: protecting authenticity worldwide.”

Avv. **Paolo Veronesi**

UGIVI - Società Italiana Brevetti

“Protection issues and synergies between Collective Trademarks
and Designations of Origin.”

LE RADICI LOCALI

Avv. **Stefano Vergano**

UGIVI - Studio Jacobacci

“The value of Origin: the use of the term *Torino*
in private trademarks from 1800 to the present day.”

Dott.ssa Mariangela Ravasenga

Torino Chamber of Commerce

“Trademarks as heritage: the Torino Chamber of Commerce and the culture of protection.”

Dott. Emiliano Calcagno

Head of the Laboratory Office - ADM Cert Turin

“The role of the Turin Customs Agency Laboratory in the protection of PGIs.”

Dott.ssa Marcella Gaspardone - Dott.ssa Cristina Paolasso

Turismo Torino e Provincia

“*Extra Vermouth*: A trademark for a Turin experience.”

A GLOBAL SCENARIO

LL.M. Stephen Stern

*Partner and Chairman of the National IP Group,
Corrs Chambers Westgarth, Melbourne, Australia*

“The future of Italian PGI/PDO protection in Australia within the framework of the historic trade agreement between the European Union and Australia.”

Prof. Kensuke Ebihara

Department of Global Legal Studies, Meiji Gakuin University, Tokyo

“The current situation of Geographical Indications protection in Japan.”

Dott. Vincenzo Carrozzino

PQAI Office, Ministry of Agriculture, Food Sovereignty and Forestry

“An important protection tool:
from the Lisbon Agreement to the Geneva Act.”

Avv. Federico Vasoli

dMTV Global - President of the Italy-Vietnam Chamber of Commerce

“Future prospects for the protection of PDOs/PGIs in Vietnam.”

Dott.ssa Maria Cristina Baldini

UGIVI - OICCE - Studio Torta

“The US Certification Mark: an important protection tool for Italian PDOs/PGIs.”

Dott.ssa Latha R. Nair

Partner & Chair TM, Copyright & GI Practice at K&S Partners, India

“The protection of Italian PGIs/PDOs in light of the Free Trade Agreement between the EU and India.”

Avv. Paulo Parente Marques Mendes

Di Biasi Parente & Associados, Rio de Janeiro, Brazil

“The protection of geographical indications and collective trademarks in Brazil and MERCOSUR”

4:30 PM – Discussion and closing of the proceedings



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HOW TO PARTICIPATE

**Participation is free and open to all,
subject to prior registration.**

IN-PERSON PARTICIPATION

Registration requests must be sent by Saturday, May 23,
providing name, phone number, affiliated company
or organization, and address to:

press@consorziovermouthditorino.it

**Confirmation of in-person registration will follow.
Requests will be accepted until the room
reaches full capacity.**

ONLINE PARTICIPATION

**Participants attending via the internet must register
for access at the following link:**

https://us06web.zoom.us/webinar/register/WN_pwUHziXJQoCYdGhuzvflIg



For further information, please contact the
Secretariat of the Consorzio del Vermouth di Torino



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