

## LAUNCH of GIview

DAY 1

### TRANSPARENCY & COMMUNICATION



GIs & TRADE MARKS WERE A BIT LIKE SEPARATE ISLANDS

SHARE KNOWLEDGE & COLLABORATE WITH THIRD COUNTRIES

FROM AMBROSIA DATA BASE TO



GI PROTECTIONS

INTERNATIONAL AGREEMENTS



### STRONGER TOGETHER

A TOOL FOR STAKEHOLDERS



A MESSAGE TO CONSUMER & AUTHORITIES

THERE'S A NEED FOR A COHERENT PROTECTION STRATEGY

GIS ARE HERE!



WOLFGANG BURTSCHER  
Director General DG AGR1

PROTECTIONS

AGAINST COUNTERFITTING FOR PRODUCERS & ENFORCING AUTHORITIES

PROMOTION



CHRISTIAN ARCHAMBEAU  
Executive Director EUIPO



VISUALS BY *visuality*

