



Increasing attractiveness of GIs

Session 5, panel 3

Stakeholders' debate

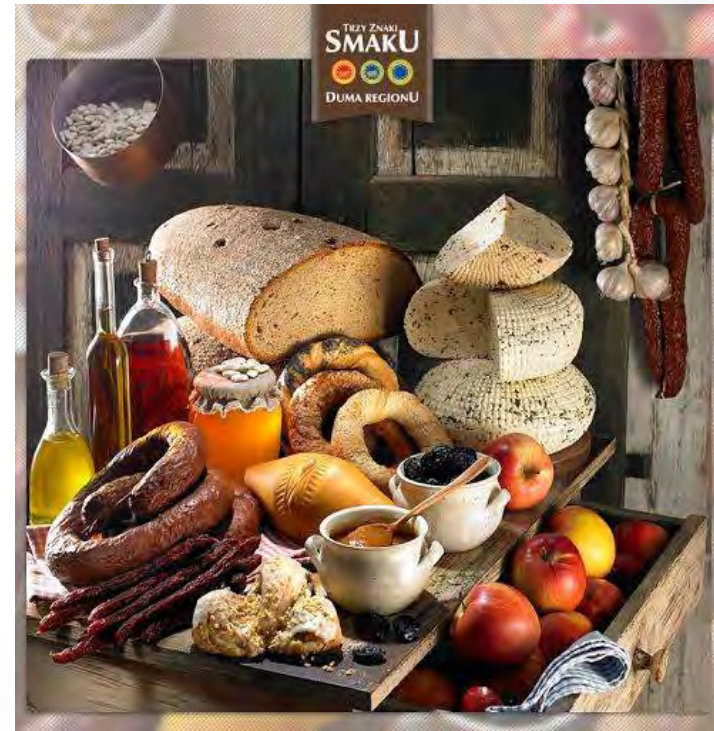
Moderator: Magdalena Głodek



Total number of GIs in EU
3 336

6 Member States - 2640 GIs

21 Member States – 696 GIs



Source: ARiMR

GIs in EU



Source: ARiMR

Legislative framework

Cohesion between CAP initiatives

Involvement of MSs' public administration

Place of GIs in the new vision of rural policy

Framework



18% of EU citizens recognise the EU symbols

Raising awareness of EU scheme values

Promotion of the scheme vs. promotion of the GI products



https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/eu-quality-food-and-drink/gi-recipes_en

Promotion and information



Source: ARiMR

GIs as part and tool for rural development

Involvement of regional actors to deepen cooperation

Rural development



**Your views matter,
welcome to discussion.**