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## How does Italy protect and promote its wine appellations?

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**Seminar Agenda**  
**Austria Room, C 237**  
**Monday, 16 July 2007**  
09:00- 12:30

**08:45** Arrival of participants/registration

**09:00** Emmanuel Hidier, Economist, TCIE

*Opening note*

**09:15** Ms Lily Begiashvili, Deputy Ministry of  
Agriculture

*Introductory note: the role of the Georgian Ministry of Agriculture in promoting  
and protecting Georgian wine appellations*

**09:30** Frédéric Julia, International Wine Expert

*Geographic indications, varieties, brands - How to sell wine on international  
markets?*

**09:45** Mr Luca Lauro , Secretary General - National  
Committee of Wine Appellations (Ministry  
of Agriculture, Italy)

*General overview of the Italian wine sector and the role of geographic  
appellations in the promotion of Italian wines. Brief presentation of the private  
and public institutions involved in the wine sector and public-private dialogue  
mechanisms.*

**10:00** Mr Ottavio Cagiano de Azevedo, Director -  
Italian Federation of Industrial Producers,  
Exporters and Importers of Wine, Liquors,  
Spirits, Vinegar and related (Federvini)

*Presentation of Federvini and the role it plays in the promotion and protection of wine appellations.*

**10:15** Coffee break

**10:30** Mr Stefano Raimondi, Representative- Italian Trade Commission - ICE

*Involvement of ICE in the promotion of Italian wines. Examples of public-private initiatives.*

**10:45** Ms Franca Ciccarelli, Rome officer  
Representative, Italian Union of Wine (UIV)

*Presentation of UIV and the role it plays in the promotion and protection of wine appellations.*

**11:15** Q&A session

**12:00** Lunch FAO cafeteria 8th Floor

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**14h00-16h00**

**Working session**

The EBRD/FAO "Protection of Georgian Wine Appellations project" – Status of Work – Further inputs from FAO and Georgian.

**Moderators:** Victor Mosoti, Frederic Julia, Emmanuel Hidier

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