



The Italian experience

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# GIS ECONOMIC DATA: A STRATEGIC ELEMENT TO TACKLE FOOD FRAUDS





#### THE VALUE OF MADE IN



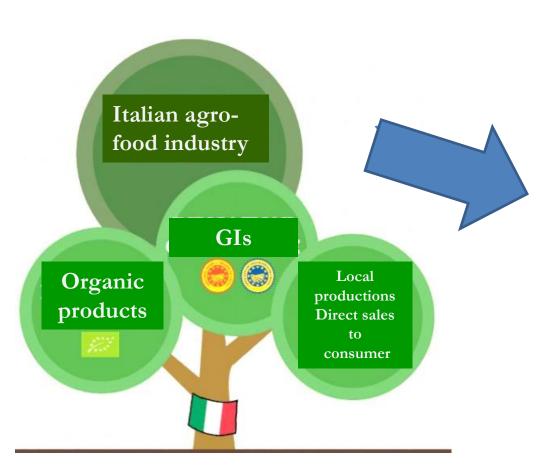
The impact of agro-food in Italy:
12% of GDP
2° economic sector
+48% export in 10 years

Source: Qualivita Foundation, 2020





#### THE ITALIAN AGRO-FOOD SYSTEM



**Total value: 140 mld €** 

Number of farms: 720,000

**Agro-food companies: 56,000** 





### **Geographic Economy**





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#### **GEOGRAPHICAL INDICATION**





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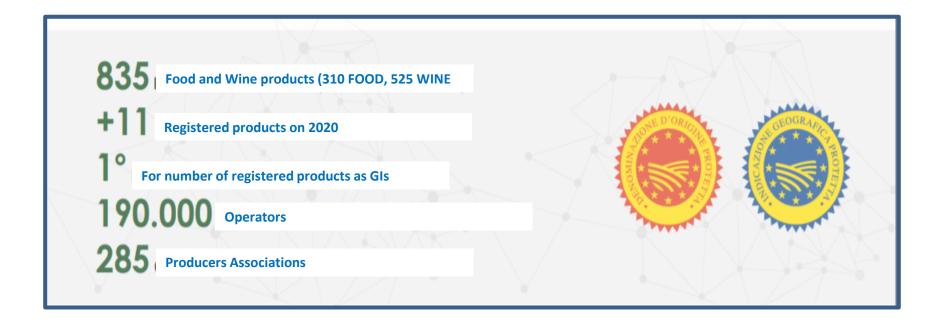


It has established itself as a successful economic model, developed with public policies and participation of the supply chain, with a network system implemented to protect and innovate the unique and distinctive heritage



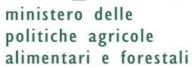
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ISPETTORATO CENTRALE DELLA TUTELA DELLA GUALITA'
E REPRESSIONE FRODI DEI PRODOTTI AGRICALIMENTARI





### Gis' economic impact



17 MLD € Gls' Production value

**19%** Economic weight on the agro-food sector

100% Of the Italian districts has an economic advantage from GIs' economy

180.000 ( Operators

**285** Producers Associations









### **Export PDO and PGI**



- 9 billion Euro is the GIs' production value
- 3,6 billion Euro is the economic value of agro-food GIs
- 5,4 billion euro is the economic value of wine sector GIs
- 21% of the total national agro-food production exported abroad





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# ISPETTORATO CENTRALE DELLA TUTELA DELLA GUALITA' E REPRESSIONE FRODI DEI PRODOTTI AGROALIMENTARI

#### **5 PILLARS OF GIS' SYSTEM**

#### 1. Companies

- ✓ Cohesion of the production system
- ✓ Different business approach

#### 2. Institutions

- ✓ Knowledge and best practices experience
- ✓ Common Projects and activities

#### 3. Specification

- ✓ Sharing of the first drafting
- Dynamism and updating capacity

#### 4. Controls

- ✓ Very strict control plan (which is authorised by the Public Competent Authority)
- ✓ Efficient and effective functioning of the Public Control Authority (which carries out market controls)
- ✓ Efficient and effective functioning of the Control Body (which carries out the certification controls)

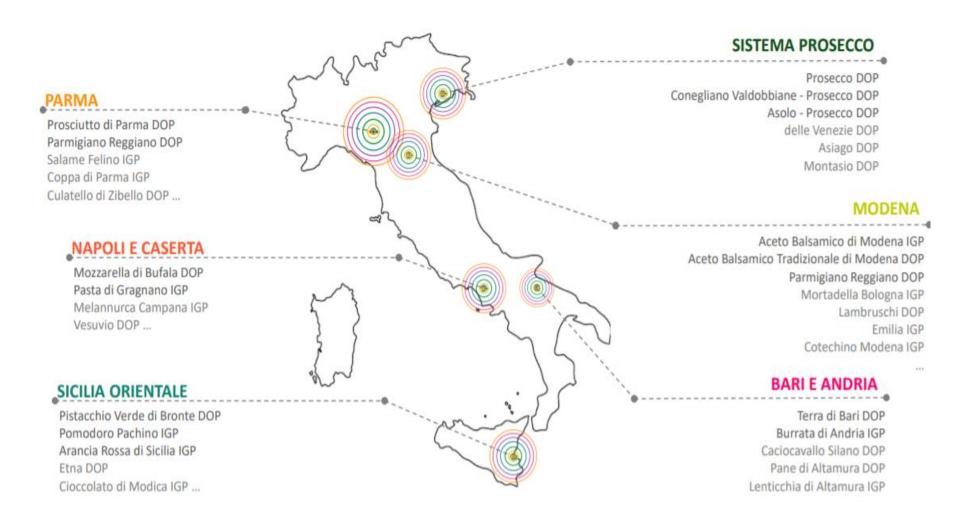
#### 5. Producers Association

- ✓ Protection in cooperation with the Competent Authority
- ✓ Promotion
- ✓ Network between the associated operators
- ✓ Governance





#### MAIN GIS' ECONOMIC HUBS IN ITALY







### IN SUCH RELEVANT ECONOMIC CONTEXT GIS' PROTECTION AND THE ROLE OF COMPETENT AUTHORITY IS STRATEGIC

IN ITALY ICQRF (DEPARTMENT OF CENTRAL INSPECTORATE FOR FRAUD REPRESSION AND QUALITY PROTECTION OF AGRI-FOOD PRODUCTS) IS THE COMPETENT AUHTORITY FOR PROTECTING GIS AS WELL AS CONVENTIONAL AGRO-FOOD PRODUCTS

#### **INDEED**

ICQRF is: The Law Enforcement Body of the MIPAAF (Italian Ministry of Agriculture, Foodstuff and Forestry Policies) responsible for preventing and repressing any breach of European and Italian laws relating to:

- agri-foodstuffs productions, (from farming to food processing industries as well as at their wholesale and retail stage);
- farm supply products (seeds, feed, agricultural chemicals, fertilizers and plant growth products).





# THE ITALIAN EXPERIENCE IN THE GOVERNANCE OF THE INSPECTION ACTIVITIES TO CONTRAST FOOD FRAUDS

**ICQRF ON THE SPOT CONTROLS** 





Carring out *Official Controls* according to Reg. (EU) No.

(by means of Inspections, Chemical Analyses and, if the case, working as Police under the coordination of a Public Prosecutor).

Imposing monetary or other **sanctions** as result of inspection or analyses findings

Authorizing private or public control bodies for certificating foostuffs as PDO, PGI and Organic.

**Supervising** the activities of the aforementioned private or public control bodies.



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### **Head of ICQRF**

At central level. the Department consists of Directorates-General.

At local level, it has decentralised inspection offices and 19 local units.

**ICORF** has also its own laboratories network, chemical comprising 6 laboratories, all accreditated







#### 2019 statistics

	Controls (no.)	55,539	
Inspection activity	of which, inspection controls (no.)	41,462	
	analytical controls (no.)	14,077	
	Controlled operators /Premises (no.)	27,683	
	Irregular Operators / Premises (%)	17.5	
spe	Controlled products (no.)	51,289	
In	Irregular products (%)*	11.4 10.0	
	Irregular analytical outcomes (%)		
	Crime reports (no.)	395	
	Administrative penalties (no.)	4,446	
ults	Seizures (no.)	585	
Results	Economic value of seizures (€)	301,584,494	
	Amount of seized products (kg)	71,955,100	
	Warnings (no.)	2,034	

<sup>\*</sup> including documentary and labeling irregularities

During the inspection activities, inspectors seized irregular agri-food products for an amount of about 72 million kg with a commercial value of over 117.6 million euros, as well as about 184 million euros in real estate and movable assets, as a total value of seizures of over 301 million euros.





#### 2019- Controls on agro-food Quality Products on the field

	Controls (no.)	4,518	
Inspection activity	of which, inspection controls (no.)	3,683	
	analytical controls (no.)	835	
	Controlled operators /Premises (no.)	2,243	
	Irregular Operators / Premises (%)	16.0	
dsuj	Controlled products (no.)	3,809	
	Irregular products (%)*	16.1	
	Irregular analytical outcomes (%)	4.1	
	Crime reports (no.)	25	
	Administrative penalties (no.)	622	
Results	Seizures (no.)	9	
	Economic value of seizures (€)	13,441,497	
	Amount of seized products (kg)	6,340,700	
	Warnings (no.)	394	

<sup>\*</sup> including documentary and labeling irregularities

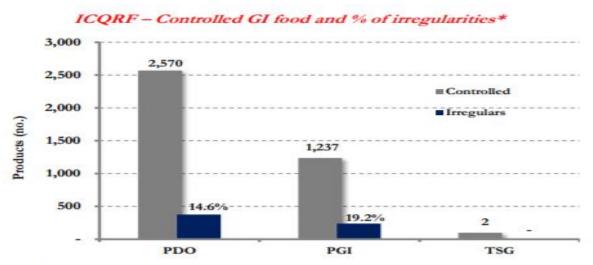


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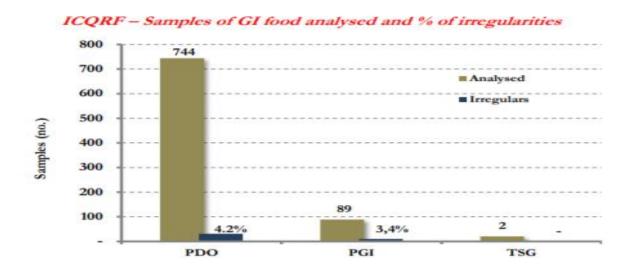
### Best Practices in the Enforcement of Geographical Indications (GIs) in the EU



#### 2019- Controls on agro-food Quality Products on the field



<sup>\*</sup> including documentary and labeling irregularities







#### 2019- Controls on wine Quality Products on the field

	Controls (no.)	8,645
_	of which, inspection controls (no.)	5,859
Inspection activity	analytical controls (no.)	2,786
n ac	Controlled operators /Premises (no.)	4,419
ectio	Irregular Operators / Premises (%)	23.9
dsuj	Controlled products (no.)	8,265
	Irregular products (%)*	16.3
	Irregular analytical outcomes (%)	6.0
	Crime reports (no.)	126
	Administrative penalties (no.)	930
ults	Seizures (no.)	123
Results	Economic value of seizures (€)	40,470,701
	Amount of seized products (kg)	30,448,500
	Warnings (no.)	294

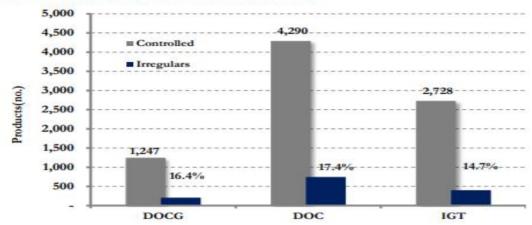
<sup>\*</sup> including documentary and labeling irregularities





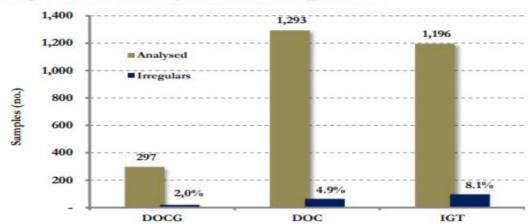
#### 2019- Controls on wine Quality Products on the field

ICQRF - Controlled GI wines and % of irregularities\*



<sup>\*</sup> including documentary and labeling irregularities

#### ICQRF - Samples of GI wine analysed and % of irregularities





SPETTORATO CENTRALE DELLA TUTELA DELLA GUALITA'
E REPRESSIONE FRODI DEI PRODOTTI AGROALMENTARI

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#### Cooperation between different EU Competent Authorities as the main tool to tackle fraud

At EU level, ICQRF, as Food Fraud Contact Point (FFCP), operated 94 interventions in 2019, 76 of which were reported by other Member States and 18 by Italian initiative. The 18 requests for Administrative Assistance and Cooperation (AAC) promoted by Italy concerned:

- 8 cases of Greek virgin olive oil sold as extra virgin oil;
- the case of evocation of the "Rhosecco Sec" wine produced in Rhodes, evocative of Prosecco DOP;
- Norwegian processed meat products labeled and advertised through names, indications and images that suggested an Italian origin of the product (Italian Sounding);
- "Chianti Denomination of controlled and guaranteed origin 2016", bottled by an Italian company, to which a Romanian label has been added containing deceptive indications ("Prosecco" and "brut sparkling wine");
- at a German bottler, verification of the conformity of the bottled Montepulciano d'Abruzzo DOP consignments;
- Australian Manuca honey, packaged in Great Britain, irregular test result due to the presence of hydroxymethylfurfural values and diastatic activity different from the limits allowed by the European standard;
- extra Spanish red fruit jam "in season" with voluntary information on the label not verifiable;
- the marketing, in South Korea, of sparkling wine produced in Spain but labeled with indications in Italian;
- organic rice from Greece and intended for Italian, French and German companies, without the actual origin on the accompanying documents;
- requested opinion to Greece for the denomination "Konservolia Stylidas DOP".



76 reports made by other EU Member States, including 46 requests for Administrative Assistance and 30 Food Fraud. Twelve cases related to the OPSON VIII operation on organic products launched by DG SANTE in 2018.



#### **Bad Juice Operation**



At the end of June, investigations by the Public Prosecutor's Office of Pisa made it possible to execute 9 orders of pre-trial detention in prison and to seize 6 companies, real estate and mobile assets for a total value of over € 6,500,000.

During the operation, 1,411 tons of juices, jams and canned food adulterated and falsely designated "as organic products" were seized for a value of € 4,850,000.

The intense investigation activity was carried out by the inspectors of the ICQRF and of the Economic and Financial Police Unit of the Guardia di Finanza (GdF) of Pisa. The activities allowed to vanquish a criminal association aimed to the illicit production and marketing of concentrated apple juice, sophisticated with water and sugars and falsely declared organic whit European origin.

The sophisticated product was obtained from companies formally located in Serbia and Croatia, but in fact managed directly from Italy by two brothers from Pisa. These two entrepreneurs, placed at the top of a criminal association, could count on the active collaboration of their employees and other foreign people, each of them playing a specific role in the fraud chain.

With consolidated and tested methods, the fraudster team has produced and marketed large quantities of sophisticated and NON-organic apple juice in the territory of the European Union. Thanks to the cooperation of Croatian companies that provided customs clearance for the product obtained in Serbia, countless false documents were produced aimed at legitimizing (only on the "paper") the false nature, quality and declared origin of the product.

The meticulous investigations have made it possible to demonstrate that the apple juices obtained in Serbia were illicitly produced from fruits:

- not suitable for human consumption as they were deteriorated or in an advanced state of decomposition, also due to the high presence of mycotoxins;
- contaminated with chemicals not allowed in organic farming (fungicides, insecticides and herbicides).





#### "GHOST WINE" Operation



#### In details:

- 1. Upon a request of the local Public Prosecutor's Office, the Judge ordered the application of 11 orders of pre-trial detention, 6 in prison and 5 under house arrest, as well as the preventive seizure of 4 companies and the execution of 62 searches towards entrepreneurs, operators in the wine sector and companies operating in the regions of Puglia, Campania, Lazio and Abruzzo.
- Over 300,000 hl of wine products were seized, included the four seized companies, the value of the blocked assets is around 250 million euros.
- 3. The investigation activity, coordinated by the Public Prosecutor of the Republic of Lecce, resulted in discovering an illicit commercial system, managed by three associations, in some respects complementary to each other, insistent in the province of Lecce.
- 4. The commercial system put in place made it possible to obtain a low-cost wine product subsequently marketed as a quality or even organic product, PDO or PGI. In particular, was highlighted the everpresent practice of alcoholic fermentation of mixtures of sugars obtained from sugar cane and beet. These mixtures of sugars were illicitly marketed in favour of well-known and important Italian companies operating both throughout the country and abroad.





#### "GLOBAL WINE" Operation

✓ ICQRF inspectorscarried out 21 searches ordered by the Public Prosecutor's Office at the Court of Foggia at processing facilities and marketing enterprises of wine products. The complex investigation activities were coordinated and directed by the Public Prosecutor of Foggia and carried out jointly by the Carabinieri NAS of Bari and by the inspectors of the local ICQRF South East.

#### THE INVESTIGATIVE HYPOTHESIS CONCERNS

- ✓ The fraudulent use of table grapes transformed into musts to produce wine products.
- ✓ These products have been subjected to fictitious movements from Puglia to Sicily, to finally reach some Emilian facilities, where they were used to produce vinegar and derivatives of well-known brands.
- ✓ A plant in the area of Foggia, thanks to the work of intermediary and transport companies, sold hundreds of tons of musts by using transport documents for wine products falsely certifying the quality of the product and the origin of the grape
- ✓ In details, in the document the reported musts origin was from grapes wine Trebbiano and Sangiovese, suitable to produce Balsamic Vinegar of Modena, while they were musts of dubious origin and provenance and / or obtained from table grapes.
- ✓ The same documents also indicated a place of loading different from the actual one, corresponding to the premises of the processing plants of table grapes in the south-east of Bari. The counterfeiting of the product was then completed by a Salento company which, after further sophistication operations, put the musts back on the market and destined them for vinegar companies, currently unrelated to the illegal activity

#### Results

The operation led to the seizing of 9,100 tons of musts and wine products for an approximately value of 15 million euros, as well as a huge number of commercial documents useful to keep going with the investigations.





#### **OLIVE OIL SECTOR "CROCE E DELIZIA" Operation**

The operation, which started from previous ICQRF investigations, has been coordinated by the Public Prosecutor Office of Florence. The ICQRF inspectors and the Carabinieri NAS have dismantled a criminal organization, which managed the commercialization of large quantities of seeds oil, marketed as extra-virgin olive oil. This fraudulent activity has been carried out through the addition of colouring substances (mainly chlorophyll and beta-carotene).

The results of investigation were:

- the home detention of 2 persons accused of money-laundering and receiving stolen goods;
- the ban to carry out entrepreneurial activities in the food-trade for 6 months.

The fake extra-virgin olive oil (which was not harmful for the public health) has been produced in Apulia and has been placed on the Tuscany commercial circuit (restaurants, bars, bakeries, food wholesales).

During the investigation 16 tons of counterfeit oil, put and sold in 5 litres cans, has been seized.



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### Best Practices in the Enforcement of Geographical Indications (GIs) in

#### FRUIT AND VEGETABLE SECTOR"PIENNOLO" OPERATION alimentari e forestali

In November, officers of the ICQRF Italia Meridionale Office detected the selling of "Pomodorino del Piennolo del Vesuvio PDO", whose geographical origin was unknown. This crime was perpetrated by a company, which was out from the PDO certification scheme since 2019. However, the company management used authorized packages, with labels and batch numbers referring to the year 2018 (year in which the company was still in the above-mentioned certification scheme).

The selling of irregular products was made by using the Web: specifically with advertisements on the website www.ebav.it. The advertisements were promptly removed as consequence of the ICQRF report.

Furthermore, people responsible of such illegal activity have been reported to the Public Prosecutor Office of Naples. The search carried out by ICQRF officers (after the prosecutor's delegation) allowed to seize all the administrative documents and to highlight that online sales were made by a former partner of the company.





### THE GOVERNANCE OF INSPECTION ACTIVITY:

ICQRFNEW ACTIVITIES TO CONTRAST FOOD FRAUDS FOR PDO/ PGI PRODUCTS AND THE SO-CALLED "ITALIAN SOUNDING".





### Agri-food "Made in Italy" protection in the world and on the web

#### **MAIN FACTS**

- ✓ ICQRF is tha Italian *ex officio* Enforcement Authority regarding the protection of PGIs and PDOs products
- ✓ The Italian Liason Body in GIs wine sector.
- ✓ ICQRF is the National Authority, which takes measures to stop any unlawful use in Europe of the Italian PDO and protected PGI, in the Food and Wine sector.



On the Web, worldwide, ICQRF acts to protect the Italian PDO's and PGI's quality products, by means of cooperation with the main e-commerce player in the world. For several years, indeed, ICQRF has been operating on eBay, Alibaba and Amazon websites as Right Holder (owner) for protecting the "name" of the Italian Geographical Indications











«ex officio» Italian Autority for
the protection of
PDO and PGI
foodstuff (NO WINE)
(Reg. UE No
2012/1151)

ICQRF forwards to MSs concerned and to the EU Commission reports of infringments for evocation or imitation of a PDO or a PGI product





ICQRF receives reports of infringments of EU laws sent by MSs or EU

Commission



### Agri-food "Made in Italy" protection in the world and on the web



#### e-commerce in the world

**FOOD: A MARKET OF GIANTS** 



- ✓ SOCIAL NETWORKS ARE PLAYING A STRONG AND INCREASING ROLE IN E-COMMERCE
- ✓ E-COMMERCE INCREASINGLY CONCENTRATING IN THE ALIBABA, AMAZON AND EBAY WEBSITES

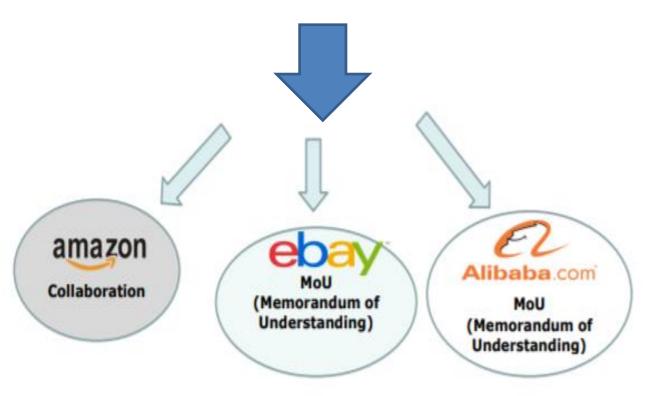


Agri-food "Made in Italy" protection in the world and on the web



#### **ICQRF INNOVATIVE STRATEGY**

ICQRF has developed an innovative and effective initiative to safeguard "Made in Italy" products: collaborative protocols with some of the world's most important players 'E-commerce.





Agri-food "Made in Italy" protection in the world and on the web



### THE ITALIAN WEB EXPERIENCE: HOW DOES THE ICQRF INNOVATIVE STRATEGY WORK?

**MiPAAF - ICQRF** 



As owner of the intellectual property rights for the DOP and IGP, signals to EBAY AMAZON ALIBABA the irregularities detected concerning products Denomination of Origin, providing adequate justification and useful documentation.



EBAY-AMAZON-ALIBABA



Examine the request, acquire the motivation, and, if necessary, require the seller any questions or the replacement of advertisement. Otherwise, unregulated ads or illegal advertising on the WEB will be removed very quickly.



### Agri-food "Made in Italy" protection in the world and on the web



ICQRF sent 3,276 reports abroad and on the web, including actions on the three main marketplaces in the world: Alibaba, Ebay and Amazon. ICQRF tackled down 513 cases of misuses and evocations, of which: 254 products on sale on Ebay market place, 65 on Amazon, and 21 on Alibaba. Moreover, the other 17 cases are related to food and 156 wine products on sale on the web, in public places, and at the grocery.

Product	Total reports	of which, Web	Wine	ex
	(no.)	cooperation	sector	officio
Prosecco	989	293	696	
Parmigiano Reggiano	437	281		156
Wine kit	283	33	250	
Prosciutto di Parma	184	52		132
Amarone della Valpolicella	176	14	162	
Toscano (olio EVO)	139	104		35
Aceto Balsamico di Modena	103	50		53
Sicilia (olio EVO)	78	78		
Asti	68		68	
Dauno (olio EVO)	52	52		
Pecorino Siciliano	52	52		
Pecorino Toscano	51	24		27
Grana Padano	44	13		31
Asiago	38	34		4
Terra di Bari (olio EVO)	34	34		
Molise (olio EVO)	31	31		
Salamini Italiani alla Cacciatora	27	24		3
Salsiccia di Calabria	27	27		
Gorgonzola	25	21		4
Campi Flegrei	21	21		
Montepulciano d'Abruzzo	21	7	14	
Capocollo di Calabria	20	20		
Nero d'Avola	20		20	
Pecorino Romano	18	15		3
Pancetta di Calabria	17	17		
Barolo	16	1	15	
Arancia di Ribera	15	15		
Lenticchia di Altamura	15	15		
Chianti	14		14	
Limone Femminello del Gargano	13	13		
Soppressata di Calabria	13	13		
Other products	235	153	45	37
Total	3,276	1,507	1,284	485



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### Best Practices in the Enforcement of Geographical Indications (GIs) in the EU

### Agri-food "Made in Italy" protection in the world and on the web



	Total reports	of which, Web	Wine	ex
Product	(no.)	cooperation	sector	officio
Prosecco	188	61	127	
Toscano (olio EVO)	81	81		
Parmigiano Reggiano	28	26		2
Molise (olio EVO)	27	27		
Sicilia (olio EVO)	18	18		
Terra di Bari (olio EVO)	16	16		
Montepulciano d'Abruzzo	13	3	10	
Salamini Italiani alla				
Cacciatora	12	12		
Aceto Balsamico di		_		_
Modena	12	5		7
Capocollo di Calabria	10	10		
Pecorino Toscano	9	9		
Pecorino Siciliano	9	9		
Pancetta di Calabria	8	8		
Salsiccia di Calabria	7	7		
Soppressata di Calabria	6	6		
Chianti	5		5	
Arancia di Ribera	5	5		
Barolo	4	1	3	
Gorgonzola	4	4		
Arancia del Gargano	4	4		
Aglianico del Vulture	3	3		
Taleggio	3			3
Prosciutto di Parma	3	1		2
Pecorino Crotonese	3	3		
Other products	<i>35</i>	21	11	3
Total	513	340	156	17



### Agri-food "Made in Italy" protection in the world and on the web



ICQRF - Reports in 2019 as wine sector liaison body

Product	Reports (no.)	Involved Countries
Prosecco	127	Germany, Austria, United Kingdom, Poland, Greece, Czech Republic, Australia, France, Bulgaria
Montepulciano d'Abruzzo	10	Australia, North Macedonia
Barolo	3	United Kingdom
Chianti	5	United Kingdom, Sweden, Romania
Toscana	2	United Kingdom
Brunello di Montalcino	2	United Kingdom
Trebbiano d'Abruzzo	2	United Kingdom
Frascati	2	United Kingdom
Amarone della Valpolicella	2	United Kingdom, France
Delle Venezie	1	United Kingdom
Total	156	





### Agri-food "Made in Italy" protection in the world and on the web



ICQRF - Reports in 2019 as "ex officio" Authority

Product	Reports(no.)	Involved Countries			
Aceto balsamico di Modena	7	Germany, Sweden, France			
Taleggio	3	France, Netherlands, Belgium			
Prosciutto di Parma	2	Netherlands			
Parmigiano Reggiano	2	Netherlands, Georgia			
Limone Costa d'Amalfi	1	United Kingdom			
Speck Alto Adige	1	Germany			
Fontina	1	Denmark			
Total	17				





Agri-food "Made in Italy" protection in the world and on the web



#### WHY e-COMMERCE PROTECTION IS SO IMPORTANT FOR ITALY





- The quality and diversity of the Italy's agricultural and foodstuffs production is one of its main strengths;
- Italy has the highest number of Geographical Indications in Europe and owns the main Geographical Indications products in terms of value;
- Probably Italy has the highest food biodiversity in the world;
- Agri-food is the most important export sector in Italy.



# Agri-food "Made in Italy" protection in the world and on the web



Examples of GI protection in the world and on the web

Evocation of Parmigiano Reggiano DOP at ANUGA exhibition in Cologne (Germany)



#### Evocation of Parmigiano Reggiano PDO sold in supermarkets in Tblisi (Georgia)





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#### Best Practices in the Enforcement of Geographical Indications (GIs) in the EU

#### Agri-food "Made in Italy" protection in the world and on the web







#### Sparkling white wine on tap sold on the web as Prosecco



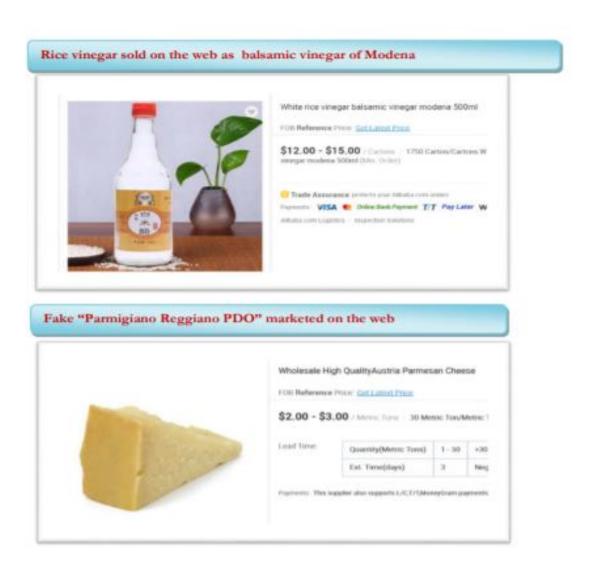














### Agri-food "Made in Italy" protection in the world and on the web





#### Evocation of PGI "Sicilia" for a generic extra virgin olive oil





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#### Best Practices in the Enforcement of Geographical Indications (GIs) in the EU









#### Agri-food "Made in Italy" protection in the world and on the web



Usurpation of "Pomodorino del piennolo del Vesuvio DOP" for generic tomato











#### Agri-food "Made in Italy" protection in the world and on the web



中文版 | English



AliProtect - Alibaba.com Intellectual Property Protection System

User ID: icqrf.capodipartimento@politicheagricole.it Sign out My Account **IPR Management IPR** Complaint Help Patent rights in utility models and design patents issued by the State Intellectual Property Office of the People's Republic of Submit IPR China(P.R.C.) are uncertain because only formalities are examined. In order to balance the legitimate interests of the rights holders with the commercial order on the platform, any infringement complaint based on utility model or design patent applied on Submitted IPR or after January 1, 2010 of the P.R.C. must be submitted with a "Patent Evaluation Report" issued by the State Intellectual Property Office. Note: Alibaba.com is only able to process an infringement claim after the relevant Intellectual Property Rights (IPR) details and documents are submitted and verified. [\*]Denotes a required field IPR Details \*IPR Registration Number: Maximum of 50 characters \*IPR Name/Description: Maximum of 100 characters \*IPR Owner. Maximum of 50 characters. \*IPR Type: Trademark Copyright Invention Patent Design Patent Utility Model Patent Other \*IPR Registration Region: Hong Kong, Macau, Taiwan or Overseas \* IPR Validity Period: Select date Select date Authorization Validity Period: Select date IPR Document Submission

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sample.

documents: 1) IPR documents (e.g. trademark / patent / copyright registration certificate, etc.)

3) Please upload the completed Patent Evaluation Report. Please download the Patent Evaluation Report.



#### Agri-food "Made in Italy" protection in the world and on the web





AliProtect - Alibaba.com Intellectual Property Protection System

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#### Updated list of IPRs registered on



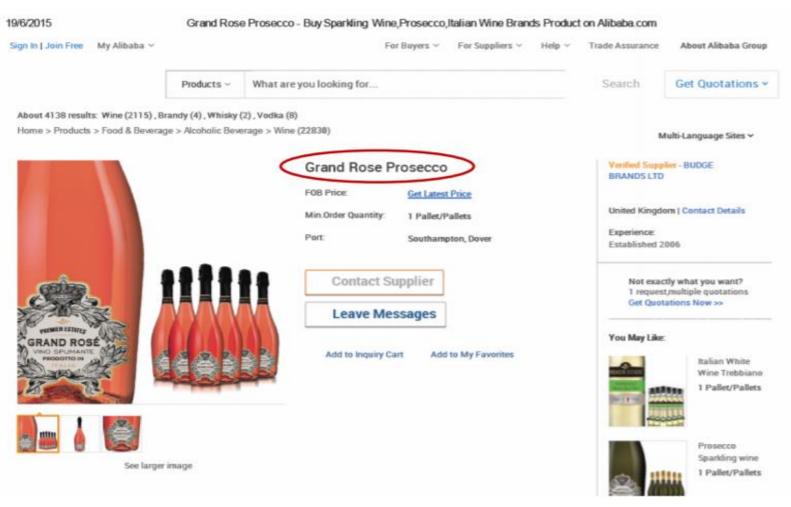
- Mortadella di Bologna IGP
- Emilia IGP
- Prosciutto di Parma DOP
- Parmigiano Reggiano DOP
- Chianti DOP
- Olio extravergine d'oliva Toscano DOP
- 7. Gorgonzola DOP
- Aceto Balsamico di Modena IGP
- Mozzarella di Bufala Campana DOP
- Asiago DOP
- 11. Pecorino Romano DOP
- Prosecco DOC
- 13. Chianti Classico
- 14. Barolo
- Vino Nobile di Montepulciano DOCG



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#### **BEFORE**





### Agri-food "Made in Italy" protection in the world and on the web



#### **AFTER**

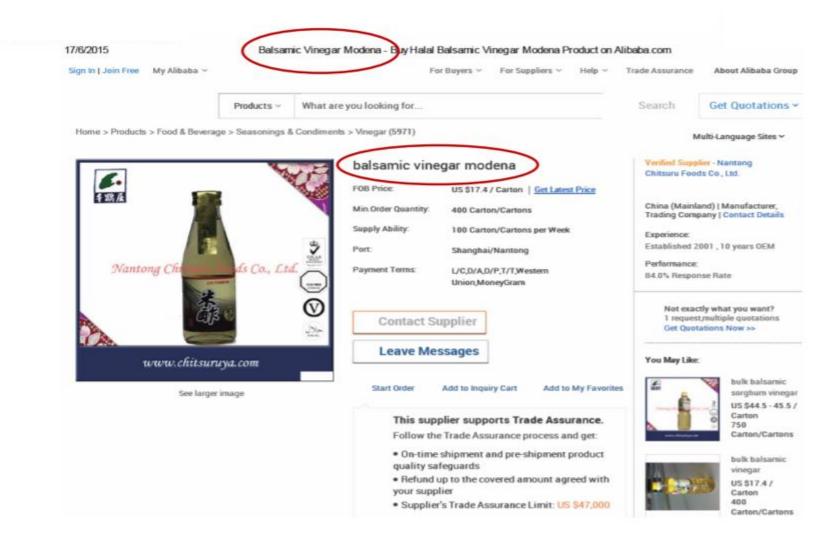
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Sign In   Join Free My Alibaba	~		For Buyers ~	For Suppliers $\vee$	Help ~	Trade Assurance	About Alibaba Group	
	Products ~	What are you looking fo	or			Search	Get Quotations ~	
About 4125 results: Wine (2108	) . Vodka (8)							
Home > Products > Food & Bev	erage > Alcoholic Beve	rage > Wine (22795)				м	ulti-Language Sites 🗸	
	Grand Rose Spumante Sparkling wine					Verified Supplier - BUDGE BRANDS LTD		
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							Sparkling wine from Italy	
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#### Agri-food "Made in Italy" protection in the world and on the web



#### **BEFORE**

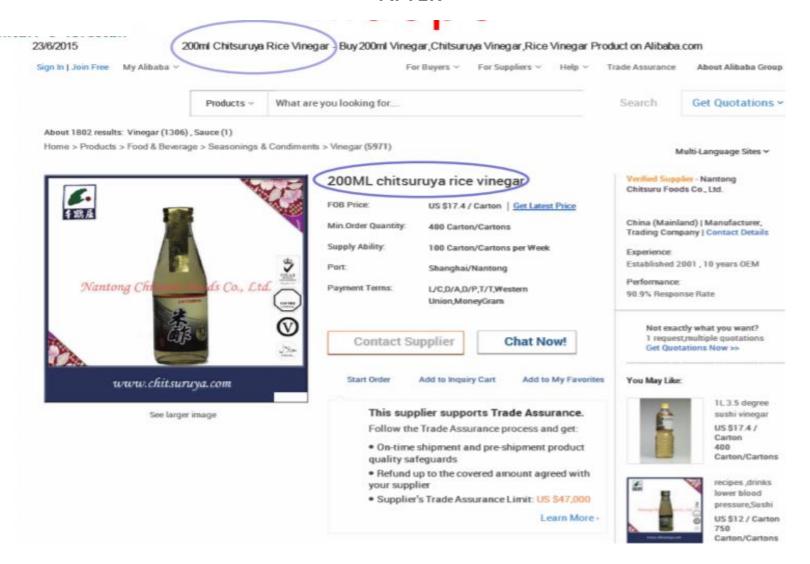




#### Agri-food "Made in Italy" protection in the world and on the web



#### **AFTER**









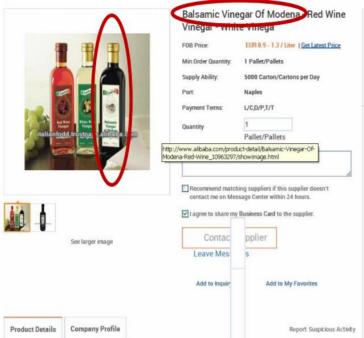


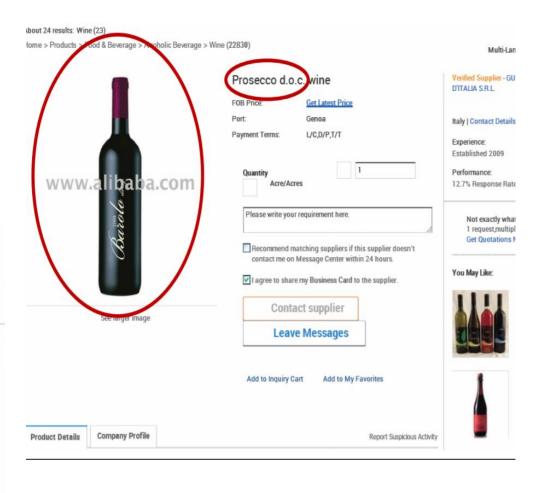
ministero delle politiche agricole alimentari e forestali

#### Best Practices in the Enforcement of Geographical Indications (GIs) in the EU













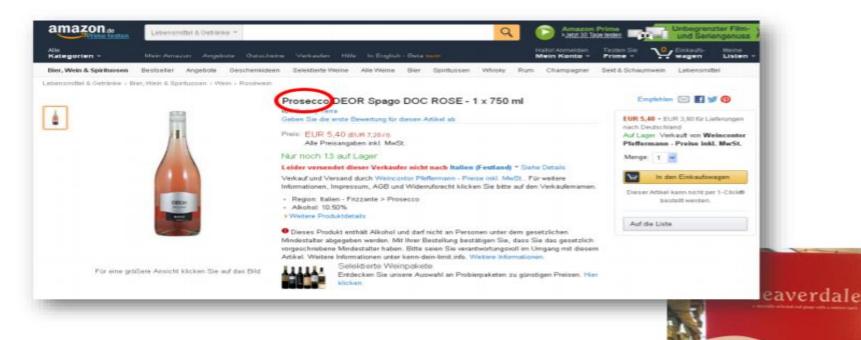




#### Agri-food "Made in Italy" protection in the world and on the web



BAROLLA









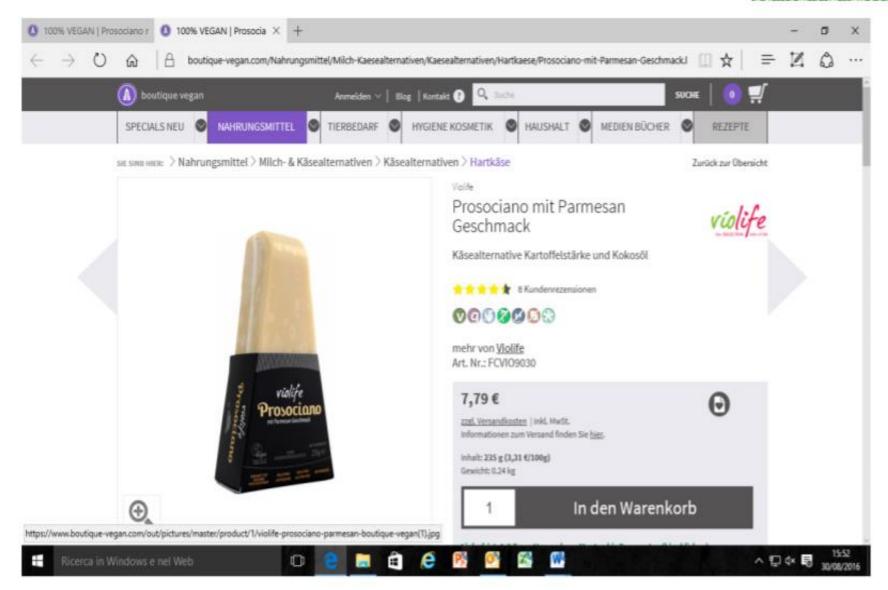




#### «Vegan parmesan cheese»

siti italiani, internazionali, ebay, amazon, alibaba







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#### Parmi topper- Parmesan style

On EU sites

**AMAZON** 

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# THANKS FOR YOUR ATTENTION!!!