

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

VIA NIZZA, 40  
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 - Scalo Vallino  
via Nizza 40 - 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.**



Camera  
di commercio  
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 - Scalo Vallino*  
*via Nizza 40 - Turin*

*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. Paolo 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**



**Camera  
di commercio  
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 - Scalo Vallino  
via Nizza 40 - Turin*

## 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](mailto: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\\_pwUHz1XJQoCYdGhuzvflIg](https://us06web.zoom.us/webinar/register/WN_pwUHz1XJQoCYdGhuzvflIg)



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



Secretariat of the Consorzio del Vermouth di Torino:  
tel: +39 0141 436965  
e-mail: [vermouth@vermouthditorino.org](mailto:vermouth@vermouthditorino.org)