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"World Crafts Council Europe | Crafting Identity Event"

"The World Crafts Council Europe is organising Crafting Identity: Geographical Indicators for Protecting the European Craft Sector in response to EU Parliament's voting."

In September, the European Parliament approved new rules to protect European crafts and voted on new measures to protect geographical indications (GIs) of EU crafts and industrial products. The measures unify diverging national rules on registering, checking and enforcing the protection of (GIs), while also confirming the role of the European Union Intellectual Property Office (EUIPO) in protecting the GIs of EU crafts.

But what does this mean in reality for the EU craft sector and European craftspeople? What are GIs and how are they applicable to craft products? How can GIs preserve craft heritage and traditional knowledge as well as protect its intellectual property? How will this bring the strengthening of the legal protection for products covered by GIs?

Join the webinar with speakers that include **Claudia Martinez**, Deputy Head of Unit, *Intangible Economy*, **Audrey Aubard**, Secretary General, *FFIGIA*, **Jean Rodesch**, Special Adviser *EUIPO*, while case studies will be presented by **Kieran Molloy**, chief Executive of *Molloy & Sons* (Ireland) and **Nuno Rodrigues**, Barcelos (Portugal).

PROGRAMME

17.00 – Welcome | Nicky Dewar, WCCE President

17.05 – Introduction | EU regulation on GI protection for craft and industrial products | Claudia Martinez, Deputy Head of Unit, Intangible Economy, European Commission

17.20 – Keynote | The importance of the protection of craft products | Audrey Aubard, Secretary General, FFIGIA

17.40 – Speaker | The role of EUIPO in the implementation of the regulation on GI for craft and industrial products | Jean Rodesch, Special Adviser EUIPO

17.55 – Craft Case study | Donegal Tweed (Ireland), Kieran Molloy Chief Executive of Molloy & Sons

18.10 – Craft Case study | Barcelos (Portugal), Nuno Rodrigues

18:20 – Q&A

18:30 – End

The New European Bauhaus webinar programme is co-funded by the European Union under the Creative Europe programme.

Event: 08 November 2023 online

[Register here](#)