

Seminar

PROMOTING AND PROTECTING ITALIAN BRANDS

The importance of recognizing and choosing Made in Italy products, avoiding imitations and Italian sounding goods, and identifying the right means to protect Italian brands in Canada

Italian Embassy in Canada
23 April 2024

23 April 2024

Made in Italy Protection

Felice Assenza

Head of the ICQRF Department

DIPARTIMENTO



ICQRF

ISPettorato Centrale della Tutela della Qualità
e Repressione Frodi dei Prodotti Agroalimentari



ICQRF

Who we are

- Department of the Italian Ministry of Agriculture
- Control Authority
- Sanctioning Authority in agriculture
- **Mission:** Quality Protection and Fraud Repression

ICQRF for Italian agri-food protection

- **CENTRAL INVESTIGATIONS UNIT**
(fight agri-food crime)
- **AUTHORITY RESPONSIBLE FOR G.I.S PROTECTION**
(online and offline G.I.s protection)
- **AUTHORITY RESPONSIBLE FOR FOOD LABELLING**
(clear information to the consumers)
- **UNFAIR TRADE PRACTISES UNIT**
(Unfair trade practises in the food chain)



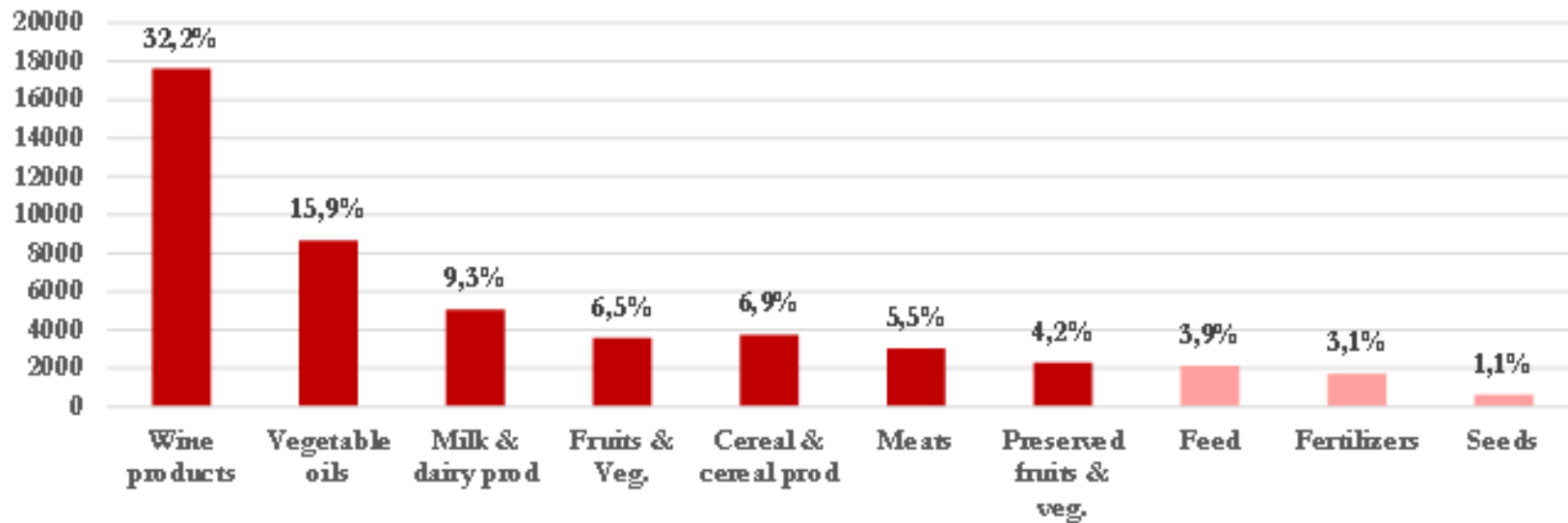


ICQRF 2023 Report

- ✓ TOTAL CONTROLS (No.).....**54.658**
- ✓ INSPECTION CONTROLS (No.).....**43.168**
- ✓ ANALYTICAL CONTROLS (No.).....**11.490**
- ✓ G.I.s/BIO CONTROLS (No.).....**23.334**



Controls (no.)



ONLINE WINE AND EVO REGISTER

ONLINE TRACEABILITY OF THE WINE AND EVO CHAIN



«Wine Cellar & Oil Mill Italy»

Every month ICQRF publishes online reports with data and figures about wine and olive oil in Italy



Ministero dell'agricoltura, della sovranità alimentare e delle foreste

Ministero Notizie Politiche europee Politiche nazionali Controlli Qualità Ricerca PNRR

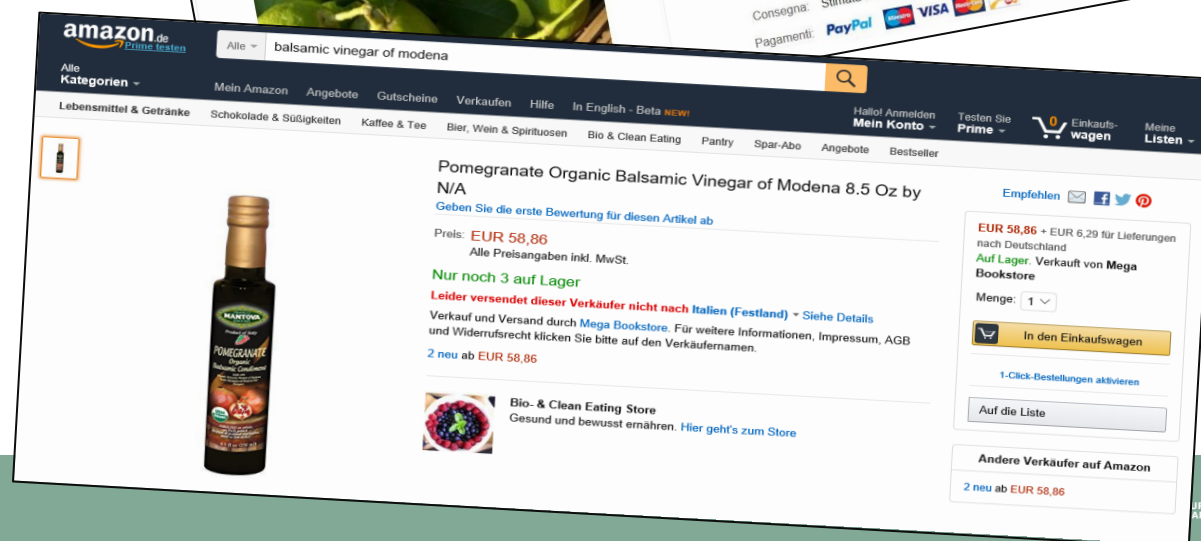
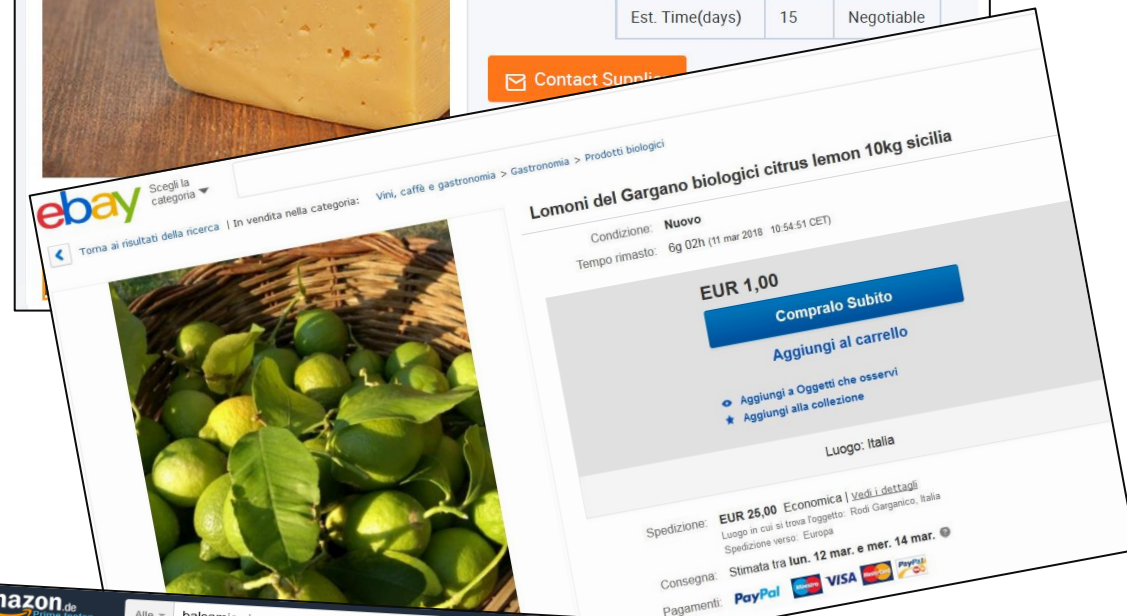
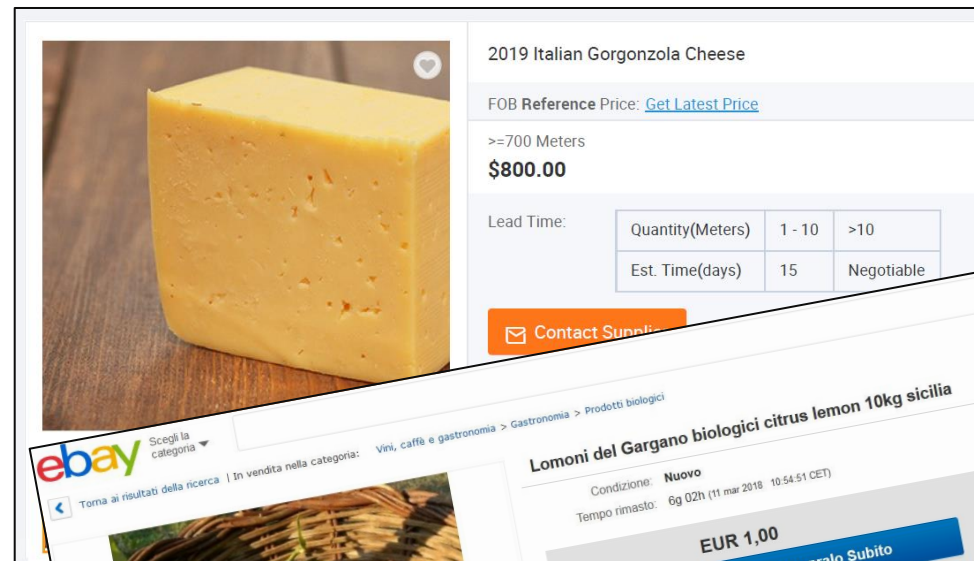
Ultime norme	Novità
30/03/2023 ICQRF - Proroga autorizzazione all'organismo denominato "CSQA Certificazioni Srl" ad effettuare i controlli per la D.O.P. "Salame di Varzi"	20/03/2023 ICQRF - Cantina Italia: Report n. 3/2023; dati al 28 febbraio 2023 dei Vini, mosti, denominazioni detenuti in Italia, con grafici
30/03/2023 ICQRF - Proroga designazione "CCIAA di Frosinone Latina" quale autorità pubblica ad effettuare i controlli per la D.O.P. "Peperone di Pontecorvo"	20/03/2023 ICQRF - Frantoio Italia: Report n. 3/2023; dati al 28 febbraio 2023 delle giacenze oli detenuti in Italia, con grafici
30/03/2023 ICQRF - Proroga autorizzazione all'organismo denominato "IFCQ Certificazioni Srl" ad effettuare i	14/03/2023 Modulo per l'iscrizione all'Elenco dei laboratori competenti a prestare i servizi necessari per verificare

Web Control System

Web Supervision activity against imitation, usurpation, evocation and Italian Sounding



The web control of the ICQRF is a «UE best practice»





MoU with e-commerce players



G.I.s & consumers protection on the WEB



PROTECTION OF THE ONLINE CONSUMERS



Marketplaces remove illegal listings submitted by ICQRF



ICQRF reports illegal listings directly to marketplaces



Work in progress

- Cooperation with social network
- G.I.s Protection as domain name
- Development of Artificial Intelligence

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Thanks for your attention

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www.politicheagricole.it

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