



Ministero degli Affari Esteri  
e della Cooperazione Internazionale

## ITALIAN TRADE AGENCY - CANADA

**PROMOTING AND PROTECTING  
ITALIAN BRANDS**

**April 23rd, 2024**

**Emanuele Giusti and Marco Saladini**

## TODAY'S TOPICS



Market trends and foreign trade in the agri-food and fashion sectors

Protection of brand value as a marketing tool

Protection of denominations (CETA) vs trade mark registration in Canada

Case study: Parma ham

Italian and European institutions' investments in the promotion of denominations

ITC's assistance services to protect and promote specific brands

# CANADIAN IMPORTS FROM ITALY

## Clothing and foodstuffs

Values in USD million, percentage composite growth rate and share on imports from world

Industrial sector (Ateco codes)	Imports from Italy, usd million			CAGR % 21-23		Italy's % share on imports 23
	2021	2022	2023	Italy	World	
141 - Clothing items (excluding fur clothing)	251.3	324.9	355.3	18.91	7.19	3.81
142 - Fur items	3.5	4.1	3.9	5.74	-31.72	38.93
143 - Knitwear items	74.8	78.7	75.8	0.67	1.22	3.83
<b>CB 14 - Clothing items</b>	<b>329.5</b>	<b>407.7</b>	<b>435.0</b>	<b>14.89</b>	<b>6.00</b>	<b>3.85</b>
101 - Processed and preserved meat and meat based products	81.0	90.6	83.2	1.33	3.17	2.15
102 - Fish, shellfish and crustaceans	32.8	37.7	38.7	8.61	-5.36	1.40
103 - Fruit and vegetables, processed and/or preserved	76.1	78.6	85.5	6.00	4.38	2.07
104 - Vegetable and animal oil and fat	86.6	114.5	107.1	11.21	14.06	4.70
105 - Dairy products and cheese	94.7	109.1	106.2	5.89	13.72	11.25
106 - Grain, starch and starchy products	18.8	22.7	26.0	17.63	11.94	1.11
107 - Baked and flour products	114.9	132.9	142.2	11.25	10.96	5.80
108 - Other food products	207.8	241.2	235.8	6.52	10.88	2.48
109 - Products for animal feed	13.4	16.3	18.5	17.19	10.79	1.06
<b>CA10 - Food products</b>	<b>726.2</b>	<b>843.4</b>	<b>843.2</b>	<b>7.75</b>	<b>7.46</b>	<b>2.81</b>

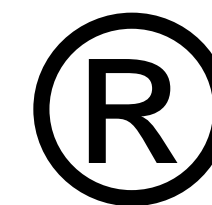
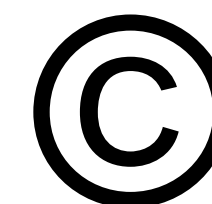
Source: ITA processing of TDM data from Statistics Canada

# PROTECTION OF BRAND VALUE AS A MARKETING TOOL

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Trademark and other forms of protection for a new brand entering a new market

1. Grant exclusive rights and legal recourse
2. Build trust and credibility with traders and consumers
3. Deter counterfeiting and unauthorized use
4. Facilitate partnerships and licensing deals
5. Increase brand recognition, valuation and equity
6. Enhance marketing communication and messaging
7. Protect online visibility and search engine marketing



**TM**

# INTELLECTUAL PROPERTY IN CANADA



## **Geographical Indication**

Identifies a good as originated from a particular locality

It is essentially attributable to its place of production due to its peculiar characteristics

Ensures the quality through designation specification

## **Trademark**

Identifies a particular company

Reflects the reputation of the producer

# CETA AND GEOGRAPHICAL INDICATIONS

- Before CETA, in Canada there was no system of protection for PDO and PGI products.
- Protection was reserved for the owner of the **trademark**.
- With **CETA** Canada expanded **GI** protection to 24 categories of food and agricultural products

## CATEGORIES OF FOOD AND AGRICULTURAL PRODUCTS NOW ABLE TO BE PROTECTED AS GIS

1	Fresh, frozen and processed meats	13	Ginseng
2	Dry-cured meats	14	Beverages from plant extracts
3	Fresh, frozen and processed fish products	15	Oils and animal fats
4	Butter	16	Confectionery and baked products
5	Cheeses	17	Sugars and syrups
6	Fresh and processed vegetable products	18	Pasta
7	Fresh and processed fruits and nuts	19	Table and processed olives
8	Spices	20	Mustard paste
9	Cereals	21	Beer
10	Products of the milling industry	22	Vinegar
11	Oilseeds	23	Essential Oils
12	Hops	24	Natural gums and resins – chewing gum



## DESIGNATIONS AND THEIR PROTECTION IN THE CANADIAN MARKET



299 DOP / PDO – IGP / PGI

✓ 41 recognized by Canada (CETA)

405 DOC – DOCG (wine)

118 IGP / PGI

✓ 483 recognized by Canada (wine agreement)

**DOP** Protected Designation of Origin

**IGP** Protected Geographical Indication

### CHEESE

Montasio DOP  
 Raschera DOP  
 Castelmagno DOP  
 Bra DOP  
 Toma Piemontese DOP  
 Taleggio DOP  
**Gorgonzola** DOP  
 Bitto DOP  
 Ragusano DOP  
**Asiago** DOP  
 Fiore sardo DOP  
 Pecorino Crotonese DOP  
 Pecorino Romano DOP  
 Pecorino Toscano DOP  
 Piave DOP  
 Grana Padano DOP  
**Fontina** DOP  
 Mozzarella di bufala campana DOP  
 Parmigiano Reggiano DOP  
 Valtellina Casera DOP

### CURED MEAT

Prosciutto Toscano DOP  
 Prosciutto di Parma DOP  
 Coppa di Parma IGP  
 Coppa Piacentina DOP  
 Salame piacentino DOP  
 Prosciutto di San Daniele DOP  
 Bresaola della Valtellina IGP  
 Speck Alto Adige IGP  
 Lardo di colonnata IGP  
 Mortadella di Bologna IGP  
 Culatello di Zibello DOP

### OLIVE OIL

Val di Mazara DOP  
 Terra di Bari DOP  
 Garda DOP  
 Sicilia IGP  
 Riviera Ligure DOP  
 Valle del Belice DOP  
 Toscana DOP  
 Toscano IGP  
 Veneto Valpolicella DOP

### OTHER PRODUCTS

Aceto balsamico tradizionale di Modena DOP  
 Aceto balsamico tradizionale di Reggio Emilia DOP  
 Aceto balsamico IGP  
 Pasta di Gragnano IGP  
 Riso Nano Vialone Veronese IGP  
 Pomodoro S. Marzano dell'Agro Sarnese-Nocerino DOP  
 Pomodoro di Pachino IGP  
 Nocellara del Belice DOP (olive)  
 Pistacchio Verde di Bronte DOP



## DESIGNATIONS AND THEIR PROTECTION IN THE CANADIAN MARKET

### DOP – IGP

✓ GIs protected through applications (POST CETA)

Geographical Indications	Date Entered
VERMUT DI TORINO	2023-12-29
Burrata di Andria	2023-12-29
Pecorino Crotonese	2023-11-24
VERMOUTH DI TORINO	2023-10-11
SALAME FELINO	2023-04-19
Piada Romagnola	2021-12-29
Piadina Romagnola	2021-12-29
FINOCCHIONA	2020-11-04
STELVIO/STILFSER	2020-09-23
PIAVE	2019-12-04
PANCETTA PIACENTINA	2019-10-09
COPPA PIACENTINA	2019-10-09
SALAME PIACENTINO	2019-10-09
<b>Prosciutto di Carpegna</b>	<b>2018-09-11</b>

### CURED MEAT

Geographical Indications	Date Entered
SALAME FELINO	2023-04-19
FINOCCHIONA	2020-11-04
PANCETTA PIACENTINA	2019-10-09
COPPA PIACENTINA	2019-10-09
SALAME PIACENTINO	2019-10-09
Prosciutto di Carpegna	2018-09-11

### CHEESE

Geographical Indications	Date Entered
Burrata di Andria	2023-12-29
Pecorino Crotonese	2023-11-24
STELVIO/STILFSER	2020-09-23
PIAVE	2019-12-04



### OTHER PRODUCTS

Geographical Indications	Date Entered
VERMUT DI TORINO	2023-12-29
VERMOUTH DI TORINO	2023-10-11
Piada Romagnola	2021-12-29
Piadina Romagnola	2021-12-29



## CETA DESIGNATION ENFORCEMENT

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1. Under the Trade-marks Act through the CBSA
2. Through court proceedings for unauthorized use
3. under the Food and Drugs Act through CFIA

To report a food-related concern <https://inspection.canada.ca/food-safety-for-consumers/where-to-report-a-complaint/report-a-food-related-concern/eng/1390269985112/1390346078752>)

# PROSCIUTTO DI PARMA

## PARMA

Application number 0281563  
Registration number **TMA179637**

CIPO Status  
REGISTERED

Filed  
**1964-04-09**  
Registered  
**1971-11-26**

Current owner  
Maple Leaf Foods Inc./Les  
Aliments Maple Leaf Inc.

## Prosciutto di Parma

Entered on the List **2017-09-21**  
Application number 1858642

Registered  
**2017-09-21**  
Responsible Authority

As per the Canada- European Union  
Comprehensive Economic and Trade Agreement  
Implementation Act / Selon la Loi de mise en  
oeuvre de l'Accord économique et commercial  
global entre le Canada et l'Union européenne



# PROSCIUTTO DI SAN DANIELE

## SAN DANIELE

Application number 0413160  
 Registration number **TMA238211**

CIPO Status  
 REGISTERED

Filed  
**1977-07-14**  
 Registered  
**1979-12-14**

Current owner  
 SOFINA FOODS INC./ ALIMENTS  
 SOFINA INC.

## Prosciutto di S. Daniele

Entered on the List **2017-09-21**  
 Application number 1858643

Registered  
**2017-09-21**  
 Responsible Authority

As per the Canada- European Union  
 Comprehensive Economic and Trade  
 Agreement Implementation Act / Selon la  
 Loi de mise en oeuvre de l'Accord  
 économique et commercial global entre  
 le Canada et l'Union européenne

Since **1996**, San Daniele ham has been recognized by the European Union as a Protected Designation of Origin product.



# PROMOTION



Italian cuisine between sustainability and biocultural diversity

# ITA PROMOTIONS



## DISCOVER, LEARN, AND TASTE

The Italian Trade Commission is pleased to invite you to an educational presentation on Protected Designation of Origin (PDO) specialties.

### Prosciutto di San Daniele and Prosciutto di Parma

This presentation is open to Food Professionals (Chefs, Food Retailers, etc.)  
Monday 18<sup>th</sup> November, 2019  
10am - 12pm  
Conestoga College, Waterloo Campus  
Room 1F05 & Lunch in Bloom Restaurant  
106 University Ave E  
Waterloo, ON N2J 2W7



This educational class will be presented by Chef Roberto Fracchetti, a prosciutto expert in Italian charcuterie. A lunch reception will follow featuring these exceptional Italian specialties.

PLEASE CONFIRM YOUR PARTICIPATION TO:  
Alex Vales, Hospitality & Culinary Arts Program at Conestoga College  
Email: avales@conestoga.on.ca  
Please RSVP no later than Friday, November 15<sup>th</sup>, 2019



Appréciez la qualité européenne  
**APERITIVO À LA MÉDITERRANÉENNE**

**RÉSERVEZ VOTRE PLACE!**  
Lundi le 6 mai 2024, 11 h à 13 h  
Institut de tourisme et d'hôtellerie du Québec (ITHQ)  
Salle Mont Royal, 6<sup>e</sup> étage

Venez assister à une classe de maître en présence de messieurs John Szabo (Master Sommelier) et Christian Perreault Hamel (DIP WSET).

Dégustez la qualité des produits européens, découvrez les traditions et vivez l'apéritif à la méditerranéenne!  
Goûter offert avec dégustation des apéritifs en promotion

Financié par l'Union européenne. Cependant, les positions et opinions exprimées appartiennent aux auteurs et ne reflètent pas nécessairement celles de l'Union européenne ou de l'Agence italienne de commerce pour la recherche (ITA).  
L'Union européenne et l'auteur chargé de l'écrit ne sauraient en être tenus pour responsables.

ENJOY IT'S FROM EUROPE

CAMPAGNE FINANÇÉE AVEC L'AIDE DE L'UNION EUROPÉENNE

**CLIQUEZ ICI POUR VOUS INSCRIRE**

madeinitaly.gov.it



THE EXTRAORDINARY  
ITALIAN TASTE



## ITA helps Italian companies to grow abroad

ITA provides privileged access to the Canadian market thanks to promotional initiatives and personalized assistance services. Here are some examples:

- **Partners searches** (agents, distributors, importers, wholesalers, etc.) and investors researches
- Organize own physical, hybrid and virtual **business and trade events** initiatives
- **Trade delegations** to Italy and Canada
- Participation to major **trade show and industry events** in Canada
- Compile market researches, studies, surveys, market and **industry reports and trade analysis**
- Information about **ITA's services** is available at [www.ice.it/it/servizi](http://www.ice.it/it/servizi)
- Examples of recent activities in Canada are available at [ITA Canada's events page \(in English only\)](#)

## Italian Trade Commission - ITA Canada 2023 at a glance

**Over 650 Italian and Canadian  
companies assisted**

**Euro 58K+ revenues from paid  
assistance services**

**Approx. 250 market reports, surveys,  
studies, news releases published**

**Euro 2.1 million disbursed on for  
promotional initiatives**

# LET US BE OF SERVICE!



**3 offices** in Canada



Operating for **70 years**



**14 employees**

- **2 Officers**
- **12 Trade analysts and administrative staff**

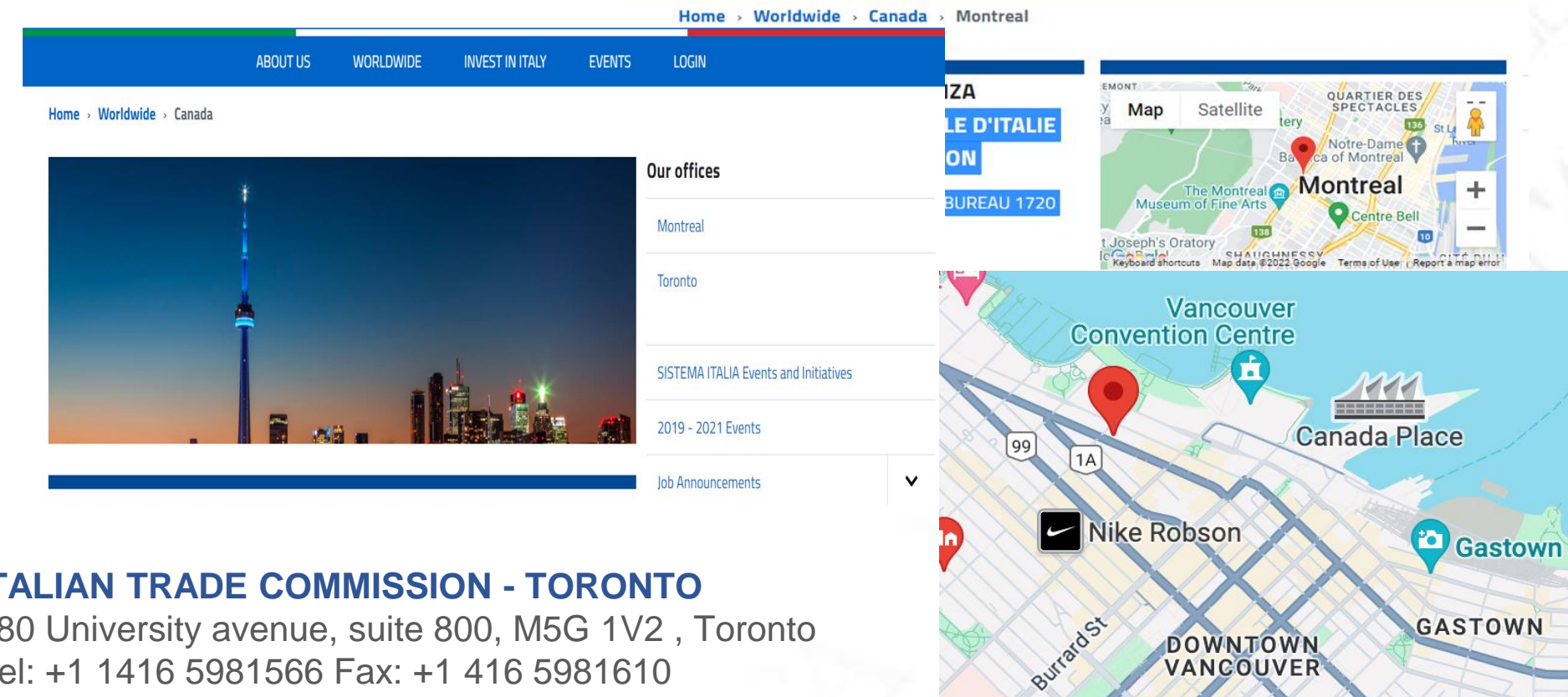
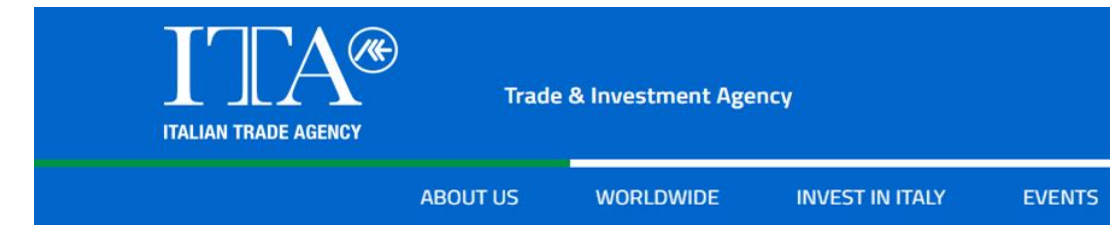


**3 Desk officers**

- **Machines Italia** [www.machinesitalia.org](http://www.machinesitalia.org)
- **Procurement** [www.gareappalti.ca](http://www.gareappalti.ca)
- **FDI** [www.ice.it/en/invest/invest-italy](http://www.ice.it/en/invest/invest-italy)

**+ Temporary staff for specific projects**

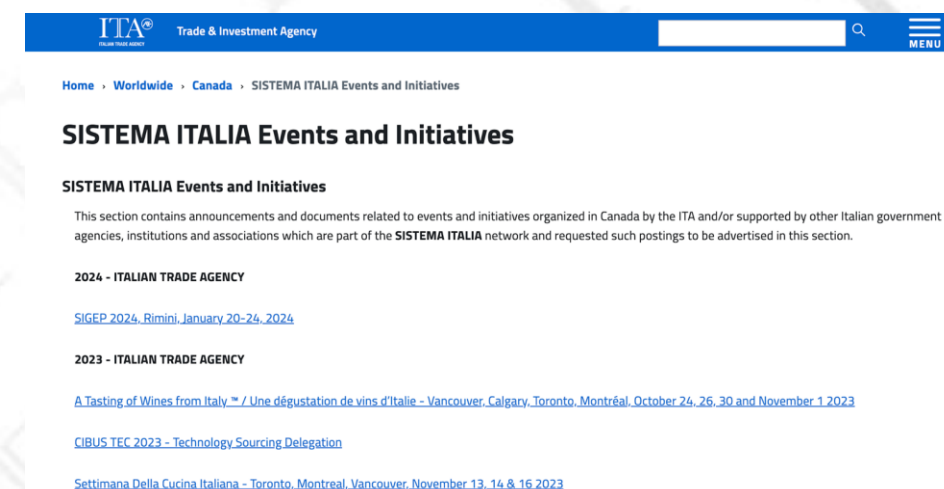
[www.ice.it/it/mercati/canada](http://www.ice.it/it/mercati/canada)



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[www.ice.it/en/markets/canada/](http://www.ice.it/en/markets/canada/)



Home / Dashboard / Events / Webinar Business Matching Opportunity Occasion Grocery Specialty Food West 2024

REGISTER AND PARTICIPATE TO THE EVENT AND B2B SESSIONS

# Italy meets Canada: focus on Food & Beverage

Food & Beverage

## CLICK HERE TO REGISTER

On the occasion of the two upcoming major initiatives on agrifood in Canada, the **Grocery & Specialty Food West 2024** and **SIAL Canada**, two events that bring together Canadian and foreign retailers and manufacturers to discover new innovations, network and build relationships within the food industry, **Cassa Depositi e Prestiti (CDP)** in collaboration with **ICE-Agenzia** and the **Italian Chamber of Commerce in Canada West** is organizing on **Wednesday, May 22 at 5:00 p.m. (Italian time), 08:00 a.m. (Vancouver time), 11:00 a.m. (Montréal time)**, the webinar **"Italy meets Canada: focus on Food & Beverage"**.

The event dedicated to Italian and Canadian **food & beverage** and **grocery** companies will be broadcast live on the **CDP Business Matching** digital Platform and will provide an overview of food & beverage trends in Canada and the new frontiers of independent food distribution.



DAY

May 22, 2024



HOUR

08:00 (GMT -07:00)

LOCATION

Hybrid

LANGUAGE

English

Participate to the event

Login

Register

