



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane
意大利对外贸易委员会



The Embassy of Italy
to the People's Republic of China



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce

**The Embassy of Italy in China, the Italian Trade Agency and the
China-Italy Chamber of Commerce, on the occasion of “World
Consumer Rights Day”, invite you to attend the Event:**

The Extraordinary Italian taste: Promotion and Protection of Geographical Indications in China

11.00 - 13.00: Legal Seminar on GIs Protection in China (only in English)

14.00 - 17.00: Conference on GIs Protection; a comparison of
different experiences (with simultaneous Chinese translation)

17.00 - 18.00: "I Love Italian GIs": Networking Event on Promotion and
Tasting of Italian PDOs and PGIs

**Wednesday 15 March 2017
Embassy of Italy – Auditorium
Sanlitun Dongerjie, 2
Beijing
RSVP: jinpei.pan@esteri.it**



Under the patronage of the European Union Delegation in Beijing

