



GIFT Seminar BOOSTING GEOGRAPHICAL INDICATIONS

11 November 2025
Kuopio, Finland

Interreg



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Northern Periphery and Arctic



Euroopan unionin
osarahoittama

LEADER

Ylä-Savon
Veturi

PROGRAMME

Chair Marjo Särkkä, University of Helsinki, Ruralia Institute

08.30 - 09.00 Registration and coffee

09.00 - 09.10 Opening words

Tytti Määttä, Regional Mayor, North Savo Regional Council

09.10 - 11.30 Does the European PDO/PGI/TSG quality system reach the goals?

Presentations:

Jertta de Mazieres, Ministerial adviser, The ministry of agriculture and forestry of Finland

Muiris Kennedy, Marketing consultant

Johanna Autio, Business manager, Wood from Finland Oy

Tommi Iso-Somppi, Director of Unit, Finnish Food Authority

GI product exhibition during the day in the lobby of House of Region

11.30 - 12.30 Lunch at restaurant Pelimies Kallanranta

12.30 - 14.00 GI means Networking and Cooperation

Presentations:

Case Donegal Tweed, Kieran Molloy, Director, Molloy & Sons

Case Nordic Whisky, Anssi Pyysing, CEO, Teerenpeli distillery

Global view, Massimo Vittori, Managing Director, OriGIn

14.00 Coffee break

14.30 - 15.30 Panel discussion: Achieved GI -label needs to be communicated

Panelists:

Kieran Molloy, Director, Molloy & Sons

Hafliði Haldorsson, Managing Director, ICLA/Icelandic lamb (PDO)

Pauliina Kovanen, Suonenjoen mansikka (PGI) producer

Massimo Vittori, Managing Director, OriGIn

Jari Sihvonen, Communications Specialist, Regional Council of North-Savo

Moderator:

Dr. Anne Matilainen, University of Helsinki, Ruralia Institute

15.30 - 16.00 Discussion and closing words