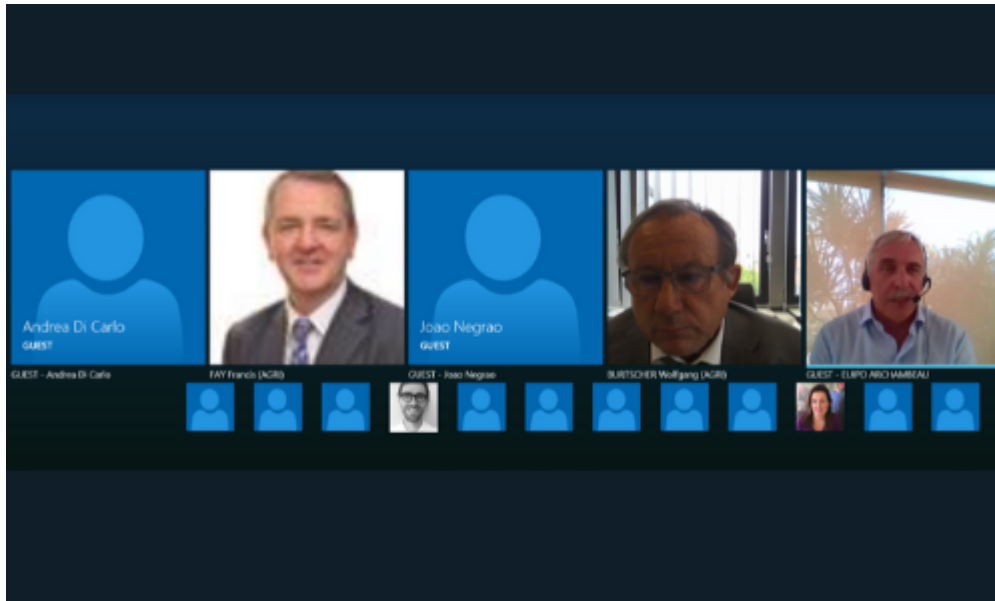


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EUIPO – DG AGRI meeting



The Executive Director has held a video conference with Wolfgang Burtscher, the Director-General of the European Commission's Directorate-General for Agriculture and Rural Development ([DG AGRI](#)).

This is the first bilateral meeting with the newly appointed Director-General of DG AGRI, who took up his role on 1 April 2020.

The Executive Director presented the EUIPO's scope of activities and the initiatives in the context of the forthcoming Strategic Plan 2025, which will start its implementation in July 2020. Information in relation to the EUIPO's response to the COVID-19 pandemic was also exchanged.

Mr Burtscher and Mr Archambeau also followed up on a range of topics such as the **cooperation activities between DG AGRI and the EUIPO**, within the framework of the Memorandum of Understanding with the European Commission, signed in April 2019, and the Service-Level Agreement (SLA) with DG AGRI.

Mr Archambeau confirmed the commitment of the EUIPO to pursue the ongoing collaboration with DG AGRI on aspects of common interest, including future cooperation initiatives. In particular, the satisfactory progress on the **pre-examination of Geographical Indication (GI) files and the preparation of the database Giview** were highlighted, which could open further avenues for collaboration. The importance of the GI component of EU Funded projects, for which EUIPO is the privileged implementing agency for IP activities, was acknowledged, especially for the projects in Africa and China, but also increasingly for other projects.