

(English version)

Question for written answer E-004602/25
to the Commission
Stefano Cavedagna (ECR)
(19 November 2025)

Subject: Protecting the Piadina Romagnola PGI and other European geographical indications

France's National Institute of Industrial Property (INPI) recently established an important precedent for the defence of traditional European products by cancelling the 'Piadina' trademark that had been registered by a Swiss company.

The French intellectual property office recognised that the term 'piadina' is generic and is linked to Romagna's culinary traditions, and therefore cannot be appropriated by individual commercial operators by means of a trademark. The INPI's ruling prevented this trademark from confusing customers and compromising the protections afforded to the Piadina Romagnola protected geographical indication (PGI) by the European system of geographical indications.

The Consortium for the Promotion and Protection of the Piadina Romagnola PGI has accurately stated that 'piadina' is a generic term in France. However, similar cases are cropping up in third countries like Brazil, Canada, the United Kingdom and Japan, where the improper use of trademarks could benefit products with Italian-sounding names and undermine the credibility of the EU's geographic indication system.

The European Union recently updated the regulatory framework governing this field by means of Regulation (EU) 2024/1143, which strengthened governance, the role of consortia and protection instruments in the internal market.

That said, it is paramount that these products benefit from the same protections at the global level.

In the light of the above:

1. What steps will the Commission take to support the Piadina Romagnola Consortium as well as other consortia involved in similar disputes?
2. How will it step up the monitoring of improper registrations in third countries?

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Answer given by Mr Hansen on behalf of the European Commission
(12 February 2026)

1. The Commission recognises the importance of protecting geographical indications (GI), such as the 'Piadina Romagnola PGI', within its policy framework for agriculture and trade. Regulation (EU) 2024/1143 ⁽¹⁾ provides strengthened protection instruments for GIs within the internal market. The term 'Piadina', as a single term, is not protected under this regulation. The competent authority in the Member State where a potentially infringing product is produced or marketed must take the necessary actions to stop unlawful use.

The Commission can assist the Piadina Romagnola Consortium and other consortia by providing guidance on applying EU GI Regulations and facilitating cooperation among stakeholders to resolve disputes effectively. It can also explore ways to help consortia raise awareness about the importance of GIs and their role in preserving cultural heritage and promoting economic development.

2. To address the issue of homonymous trade mark registrations in third countries, the Commission engages with international partners to promote the recognition and protection of EU GIs. This includes the full use of existing bilateral trade agreements and multilateral frameworks, such as the World Trade Organisation Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) ⁽²⁾. This will involve enhanced monitoring, formal consultations, technical exchanges with trading partners in the framework of trade committees, enforcement actions and dispute settlement provisions.

⁽¹⁾ <https://eur-lex.europa.eu/eli/reg/2024/1143/oj/eng>.

⁽²⁾ <https://www.wipo.int/wipolex/en/treaties/details/231>.