



**MINISTERO DELL'AGRICOLTURA  
DELLA SOVRANITÀ ALIMENTARE  
E DELLE FORESTE**



*"Worldwide perspectives on Geographical  
Indications: Second international conference  
for researchers, policy makers and  
practitioners; Innovations and traditions for  
sustainability"*

**SESSION 2.C - CERTIFICATION AND CONTROLS**

**19 FEBRUARY 2025**

# **L'intelligenza artificiale a tutela delle indicazioni geografiche: la ricerca-intervento VERIFOOD**

**FELICE ASSENZA**  
**Head of ICQRF Department**



# Law Enforcement Body of the Italian Ministry of Agriculture Food Sovereignty and Forests

**In charge of preventing and repressing infringements of European and national laws concerning:**

**Agri-foodstuffs productions**



**Farm supply products**



**...including labelling**

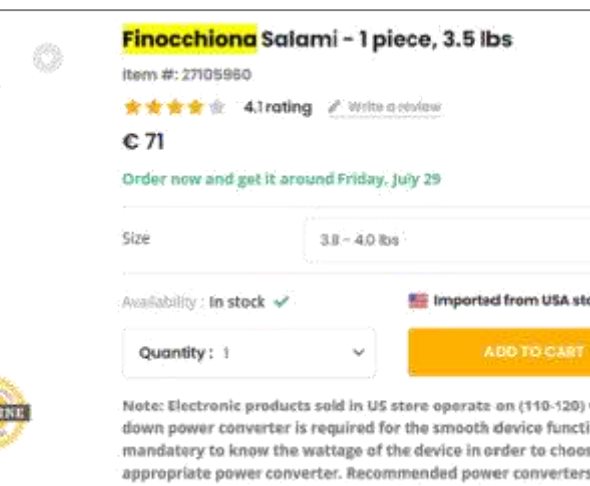


**At international level:**

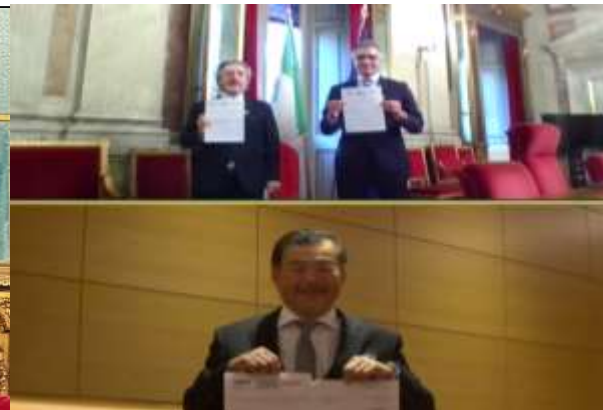
- Italian Authority for GIs Protection 
- Food fraud network Contact Point 
- Taking part at OPSON / INTERPOL / EUROPOL initiatives
- Technical cooperation agreements with extra-EU Control Authorities

# Web controls

ICQRF inspectors proactively monitor the web for GI infringements on a daily basis



# Memorandum of Understandings for the protection of Geographical Indications with major international marketplaces





## 10 YEARS OF GI PROTECTION AT INTERNATIONAL LEVEL AND ON THE WEB:

- **4677 takedowns** for GI infringements on online marketplaces
- **2532 administrative actions** of international protection

	ex-officio (food)	ex-officio (wine)	eBay	Alibaba	Amazon	Other market-places	
2014	60	54	173	-	-	-	<b>287</b>
2015	63	213	220	65	-	-	<b>561</b>
2016	72	516	202	33	148	-	<b>971</b>
2017	70	250	226	32	37	-	<b>615</b>
2018	148	236	139	22	16	-	<b>561</b>
2019	17	156	254	21	65	-	<b>513</b>
2020	31	32	955	24	88	12	<b>1142</b>
2021	78	73	662	71	71	-	<b>955</b>
2022	37	51	257	23	77	6	<b>451</b>
2023	46	27	254	5	30	37	<b>399</b>
2024	59	243	294	7	11	140	<b>754</b>
	<b>681</b>	<b>1851</b>	<b>3636</b>	<b>303</b>	<b>543</b>	<b>195</b>	

DIPARTIMENTO



SPETTORATO CENTRALE DELLA TUTELA DELLA QUALITA'  
E REPRESSIONE FRODI DEI PRODOTTI AGROALIMENTARI

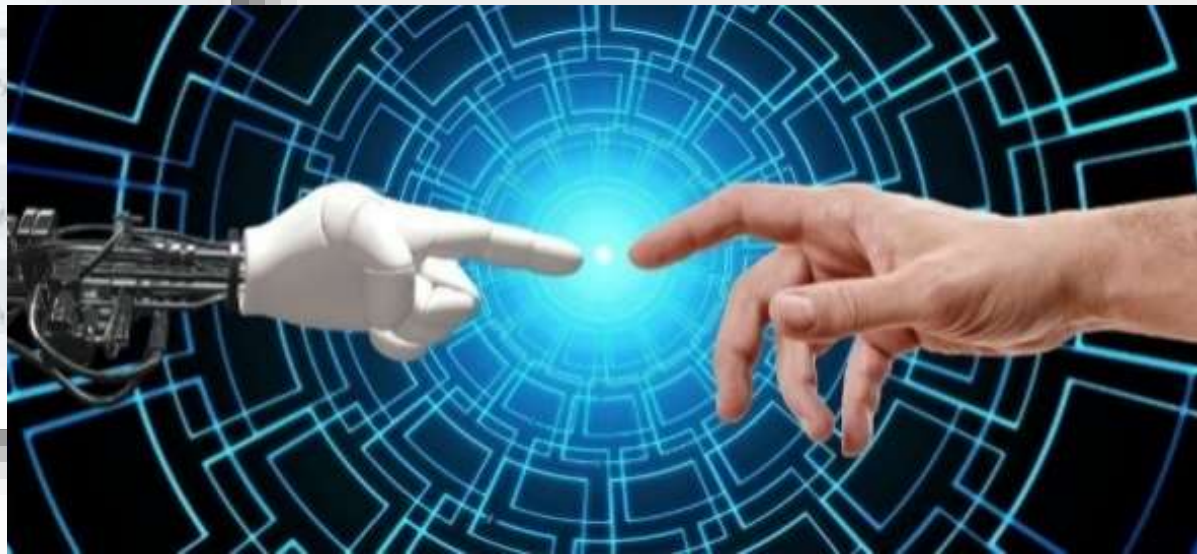


## 10 YEARS OF GI PROTECTION AT INTERNATIONAL LEVEL AND ON THE WEB:

	Ex-officio (protection requests of GI names)	Marketplaces (takedown requests)
2024	302	452
<b>Total</b>	<b>2532</b>	<b>4677</b>

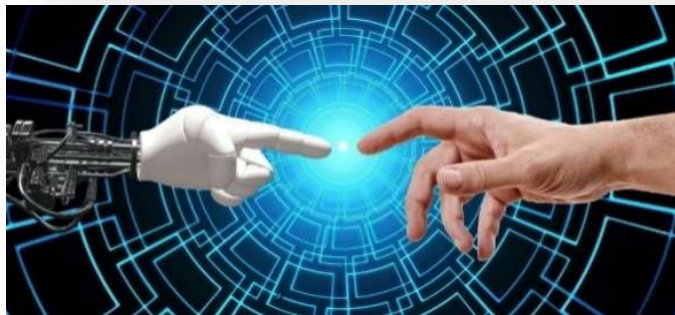


Joint research project with Italian Universities on a system for monitoring the web for GI infringements powered by **artificial intelligence**



# Main pillars of the project

- 1) Development of an IT platform specialised in monitoring the web concerning GI names infringements
- 2) Developing new synergies with producer groups, including initiatives of training and capacity building
- 3) Joint awareness-raising activities on GI counterfeiting phenomena







# VERIFOOD

PROTEZIONE DELLE IG ONLINE

**19 February 2025**

Thank you for your attention

**Felice Assenza**

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