



GEOGRAPHICAL INDICATIONS AND BRANDS: FIRM STRATEGIES AND PUBLIC POLICIES

Toulouse, June 14-15, 2007

Organizers:

Marion Desquilbet, Daniel Hassan, Sylvette Monier-Dilhan
Toulouse School of Economics, GREMAQ, INRA.

Scientific Committee: **Claude Crampes** (Toulouse School of Economics, GREMAQ, IDEI), **Abraham Hollander** (University of Montreal), **Stephan Marette** (INRA Paris-Grignon), **Vincent Réquillart** (Toulouse School of Economics, GREMAQ, INRA, IDEI), **Patrick Rey** (Toulouse School of Economics, GREMAQ, IDEI).

Seminar Venue:

IDEI
MANUFACTURE DES TABACS
Aile Jean-Jacques Laffont - 3rd Floor – Room MF 323
21, Allée de Brienne
31000 Toulouse

Secretary: Mrs Christelle Fauchié, Tel: 05 61 12 85 97 fauchie@cict.fr

THURSDAY JUNE 14, 2007

Morning Session: **Chair: Vincent Réquillart** (Toulouse School of Economics, GREMAQ, INRA, IDEI)

9h30-10h30 **Zohra Bouamra-Mechemache** (Toulouse School of Economics, GREMAQ, INRA), **Jad Chaaban** (American University of Beirut, Lebanon)

"Better to certify or to advertise? The Role of Technological and Capacity Constraints"

Discussant: **Dermot Hayes** (Iowa State University)

10h30-11h00 Coffee break

Room MF 322

11h00-12h00 **Paolo Sckokai**, Claudio Soregaroli and Daniele Moro (Universita Cattolica, Piacenza, Italia)
"Estimating Market Power by Retailers in the Italian Parmigiano Reggiano and Grana Padano Cheese Market".

Discussant: **Pierre Dubois** (Toulouse School of Economics, GREMAQ, INRA, IDEI)

12h00-13h30 Lunch

Room ME001

Afternoon Session: **Chair: Abraham Hollander** (University of Montreal)

13h30-14h30 **Darren Hudson** (Mississippi State University)

"Why Buy Brie? What Are We Measuring with Willingness to Pay for Geographic Indicators?"

Discussant: **Fabian Bergès** (Toulouse School of Economics, GREMAQ, INRA, IDEI)

14h30-15h30 Eric Giraud-Héraud (INRA et Ecole Polytechnique), **Cristina Grazia** (Université de Bologna), Hakim Hammoudi (INRA et ERMES)

"Strategies for Brand Development in the Agrifood Chains"

Discussant: **Maria Loureiro** (Universidade de Santiago de Compostela, Spain)

15h30-16h00 Coffee break

Room MF 322

Chair: Darren Hudson (Mississippi State University)

16h00-17h00 Sergio Lence (Iowa State University), Stephan Marette (INRA Paris-Grignon), **Dermot Hayes** (Iowa State University), William Foster (Iowa State University)

"Collective Marketing Arrangements for Geographically Differentiated Agricultural Products. Welfare Impacts and Policy Implications".

Discussant: **Abraham Hollander** (University of Montreal)

17h00-18h00 **Marion Desquilbet**, Sylvette Monier-Dilhan (Toulouse School of Economics, GREMAQ, INRA)

"Are Geographical Indications a Worthy Quality Signal? A Framework with Endogenous Quality Choice".

Discussant: **Eric Giraud-Héraud** (INRA, Ivry)

20h00 Diner "Le 7 Saint-Sernin"

