

# Gianluca Agati

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## Work Experience

### **Senior Consultant - Franciacorta PDO Consortium Erbusco (Brescia), Italy (on-site) / May 2023 - ongoing**

- Teambuilding activities with the workforce (15+ HR), bottom-up organisational chart planning.
- Extensive outreach of associates (200+) and policy-makers at Regional, National and EU level.
- Expert advice on EU food and agriculture funding policy schemes for the wine sector.

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### **GIs Senior Consultant - EUDEL to India Delhi, India (remote + on-site) / Nov. 2022 - Dec. 2022**

- Offered expert advice on EU Food Quality Schemes and Geographical Indications.
- Public speaking and moderation services provided for a conference and a panel session about opportunities for EU GIs in the Indian market at the SIAL Vinexpo India 2022.

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### **Senior Advisor - Mitsui & Co., Ltd. Tokyo, Japan (remote) / Sep. 2021 - Sep. 2022**

- Offered expert advice as External Consultant on Italian and EU food and agriculture policy.

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### **Managing Director - Siracusa Lemon PGI Consortium Siracusa, Italy (on-site) / Nov. 2016 - Jun. 2021**

- External relations executive with governmental and private bodies. Advising the Board of Members about the agenda, funding opportunities, and sustainability issues. Managing of the entire structure - administration, relations with current and perspective stakeholders, CRM, safeguard of the product specification, rights of use of the trademarks, labelling, media, promotion.
- Speaker appointed by OriGIn Italia for summits on GIs in Cairo, Ankara, and Jakarta in 2019. High Level Mission Delegate in Tokyo in 2019 with DG Agri - European Commission. Negotiated the removing of trade barriers and the PGI recognition in Foreign Trade Agreements (EPA/CETA).
- Successfully negotiated fundings from public and private partners to promote sustainability in the farm industry through the organisation of press tours, high-level events, conferences, round tables, B2B sessions. Increasing the number of associates from 109 to 170+ and processors from 6 to 40+, personally finalising deals with top-level partners such as Ferrero, Stock Spirits, Coca-Cola.

**Head of Marketing - Medea Rural Hub**  
**Siracusa, Italy (on-site) / Dec. 2015 - Dec. 2016**

- Launched a from-scratch brand building plan for the Rural Hub, developing and co-ordinating supply-side services for local SMEs and sectorial business agreements.
- Designed and implemented a campaign of best practices in agriculture focussing on innovation and circular economy. Organised 2 high-level workshops on GIs and zero-waste strategies.

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**Project Manager, Siracusa Lemon PGI Consortium**  
**Siracusa, Italy (on-site) / Mar. 2011 - Dec. 2014**

- Attracted, negotiated, and managed grant agreements of over € 500,000.00 committing large working teams to binding deadlines and clear outcomes. Ensured sound financial management and efficient project delivery, content quality, costs, and activity outcomes.
- Devised and coordinated an intense, cross-media communication programme (including video, national radio broadcasters, and web) in multiple languages focussing on EU food quality schemes and product specification following the award of Protected Geographical Indication in 2011.
- Arranged workshops and high-profile events across Italy and in Berlin, Paris, and Vienna. Designed and implemented marketing strategies which paved the way for the launch of the first standard packaging for the Siracusa Lemon PGI (30% of Italian supply).
- Strengthened networking, rising the number of associates from 41 to 109. Increased lemon growing in Siracusa against national trends. Stimulated the PGI lemon demand by more than 200% in 2013 and 2014.

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**Audiovisuals Producer, Freelance - MySyracusae**  
**Siracusa , Italy (on-site) - May 2009 - Dec. 2016**

- Run my own business, designing communication strategies honing organisational and budgeting skills in a competitive financial environment.
- Reported to the Director of Dubbing for script adapting of documentaries produced by BBC, Channel4, and Discovery Channel (from English and American into Italian).

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**Political Analyst, Equilibri - Review of Geopolitics**  
**Milan, Italy (remote) / Dec. 2007 - Sep. 2010**

- Elaborated geopolitical reviews for the Asia-Pacific Newsroom. Drafted political and economical insights on Japan, India, Pakistan, Myanmar, Taiwan, and Sri Lanka.

**Assistant to Head of Project, The SEED Initiative**  
**Johannesburg, South Africa (remote) / Jul. 2007 - Sep. 2007**

- Organisational and communications support for an international sustainable development conference in Johannesburg, supported by UNDP, UNEP, IUCN, and US Department of State.

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**Project Leader, ICE/ITA - Italian Trade Agency**  
**Mumbai, India (on-site) / Sep. 2006 - Mar. 2007**

- Led a capacity-building project for the Asia Invest call for proposals by the European Commission. Developed an international cooperation working team between Bulgarian, Indian, Italian, Spanish and Vietnamese public and private bodies in the wine-making sector.
- Facilitated trade agreements between Italian and Indian counterparts on behalf of the Italian Trade Commissioner in Mumbai.
- Drafted economic analysis about the Indian viticultural sector, aimed at the exchange of know-how and technologies about production, commercialisation and export-oriented processes.
- Elaborated economic papers on Central and Eastern Europe, CIS and South East Asia, and feasibility studies on Italian SME's internationalisation.

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**Assistant to Event Manager, Europe & The Balkans (University of Bologna)**  
**Forlì, Italy (on-site) / Jan. 2000 - May 2002**

- Organised conferences about political integration in Eastern Europe, supported by the Italian Ministry for Foreign Affairs. Practised how to organise an event from inception to delivery.

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## **Education, Certificates, Training**

- English Language Proficiency, Cambridge Assessment English, Siracusa, Italy, 2020, level: **C2**
- Adding Value through GIs, International Trade Centre, Geneva, Switzerland, 2020, mark: **100/100**
- General Course on Intellectual Property, WIPO, Geneva, Switzerland, 2020, mark: **74/100**
- Project Cycle Management Certificate, ISPI, Institute for International Political Studies, Milan, Italy, 2007
- Post-Graduate Diploma in Advanced Business, Italian Trade Agency, Rome, Italy, 2007, mark: **92/100**
- MSc International Relations and Diplomatic Affairs, University of Bologna, Italy, 2005, mark: **100/110**
- Socrates Erasmus Exchange Programme, Nov Bulgarski Universitet, Sofia, Bulgaria, 2002, **full marks**

I certify that the statements made by me are true, complete and correct. I also certify that any documentations provided in support of my application are authentic and accurate. I understand that any false or misleading statement or withholding relevant information may provide grounds for the withdrawal of any offer of appointment or the termination of employment.

