

**From:** Art.4.1(b) (TRADE)  
**Sent:** 31 January 2018 18:39  
**To:** Art.4.1(b)  
**Cc:** Art.4.1(b) (TRADE)  
**Subject:** FW: Follow up from our meeting  
**Attachments:** Out of scope

Out of scope

Art.4.1(b)

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**From:** Art.4.1(b) (TRADE)  
**Sent:** Wednesday, January 31, 2018 6:16 PM  
**To:** Art.4.1(b); Art.4.1(b) (AGRI); Art.4.1(b) (AGRI)  
**Cc:** Art.4.1(b) CEBALLOS BARON Miguel (CAB-MALMSTROM); RUEDA CATRY Cristina (CAB-HOGAN); Art.4.1(b) (TRADE); Art.4.1(b) (TRADE); Art.4.1(b) (TRADE)  
**Subject:** FW: Follow up from our meeting

Dear Art.4.1(b)

Thank you for your follow-up e-mail. As agreed at the meeting, I am also forwarding this information to DG AGRI colleagues in charge.

Best regards,

Art.4.1(b)

Art.4.1(b)



**European Commission**  
DG TRADE  
Unit B.3. Intellectual Property and Public Procurement  
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**From:** [mailto:Art.4.1(b)]  
**Sent:** Wednesday, January 31, 2018 3:57 PM  
**To:** CEBALLOS BARON Miguel (CAB-MALMSTROM); Art.4.1(b) (TRADE); RUEDA CATRY Cristina (CAB-HOGAN)

**Cc:** [REDACTED]  
**Subject:** Follow up from our meeting

Dear Miguel, [REDACTED] and Cristina,

Thank you so much for taking the time to meet with [REDACTED] and myself last week in order to discuss a crucial issue for our company, that of the treatment of GIs within the EU-Mexico FTA and its impact for our product Desperados. It was helpful for us to understand the current status of the negotiations and the hopes going forward. I hope it was also useful for your discussions to hear a bit more about our product and the potential impact of the FTA for this successful and long standing European brand.

We understand of course that these negotiations are complex and that the protection of GIs is a sensitive area, however we remain convinced that a solution can be found that offers robust protection for products from both sides. This can be achieved by recognizing the law of the importing country as being the relevant regime for enforcement, thus providing more legal clarity and guaranteeing the full protection of Tequila under the EU Spirits Regulation.

As promised during our meeting, please find attached a document which gives more detail on our product, the current regulatory framework and the concerns vis a vis the FTA. I hope this will be useful to you for the next rounds of the negotiations and please do forward to other relevant colleagues.

Thanks again for your time and lets stay in touch  
Regards

[REDACTED]



[REDACTED]

Global Corporate Relations  
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