

**Question for written answer E-010073/2013  
to the Commission**  
Rule 117  
**Franco Bonanini (NI)**

Subject: Misuse of 'Cinque Terre' designation

On 22 February 2013 a joint municipality was formally created in Piedmont called 'Cinque Terre del Monferrato', bringing together the municipalities of Olivola, Ozzano Monferrato, Sala Monferrato, Terruggia and Treville.

This new joint municipality in Piedmont has partly adopted the historical designation of one of the best known areas in Italy, Cinque Terre, a world heritage site, a national park location and a protected marine area, as well as a destination for very large numbers of tourists from home and abroad, not to mention a place of production for two wines with protected designation of origin: Cinque Terre and Cinque Terre Sciacchetrà.

In light of the above, does the Commission not believe that

1. The use of the name 'Cinque Terre' by the joint municipality mentioned above should be considered misleading and deceptive?
2. The actual use of this designation may cause confusion in the future among consumers?
3. The use of misleading geographical indications and the misuse of designations of origin are an unfair practice and also pose a threat when it comes to protecting marks, geographical indications and protected designations of origin?
4. What actions does it possibly intend to take in this regard?