

**Priority question for written answer P-001918/2023
to the Commission**
Rule 138
Nicola Danti (Renew)

Subject: 'Occitan Tuscany': a French region's unfair competitive practice

Over the last year Occitania, a French region, has rebranded the area between Toulouse, Montauban and Albi as 'Occitan Tuscany'¹.

By unfairly leveraging an established brand that is known the world over, this campaign is clearly trying to take advantage of the pull that Tuscany – a far-better-known region – exerts on tourists.

It is evident that this name change amounts to an unfair competitive practice, and one that is unacceptable because it could mislead tourists and it takes undue advantage of a recognised tourism brand.

Can the Commission say whether it is aware of this practice, and whether it does not believe it has a duty to approach the Occitania Region to ask it to remedy this issue?

Submitted: 14.6.2023

¹ <https://www.la-toscane-occitane.com/>.