

Promozione e pubblicità dei prodotti agricoli

Provisional number:

Last Update: 26/07/2011 12:44

STATUS OF THE NOTIFICATION

Does the information transmitted on this form concern :

notification pursuant to Article 108 (3) EC Treaty?

Do you apply for the treatment of your notification under the Notice on a Simplified Procedure? (OJ C 136, 16.06.2009)

No

1. Identification of the aid grantor

1.1. Member State concerned:

Italy

1.2. Region(s) concerned (if applicable):

Lombardia

1.3. Name of the granting authority:

Name	Address	Web	Phone	Fax
Regione Lombardia - DG Agricoltura	Piazza Città di Lombardia 1, 20124 Milano	http://www.agricoltura.regione.lombardia.it	+390267652059	+39023936045

1.4. Responsible contact person:

Name	Address	Tel	Fax	Email
Rosangela Morana	Piazza Città di Lombardia 1, 20124 Milano	+390267652059	+39023936045	rosangela_morana@regione.lombardia.it

1.5. Responsible contact person at the Permanent Representation:

Name	Tel	Fax	Email
Luigi Polizzi	+3222200493	+3222200426	agri@rpue.esteri.it

1.6. If you wish that a copy of the official correspondence sent by the Commission to the Member State should be forwarded to other national authorities, please indicate here their name and address:

Name	Address
Regione Lombardia - DG Agricoltura	Piazza Città di Lombardia 1, 20124 Milano

1.7. Indicate Member State reference you wish to be included in the correspondence from the Commission:

2. Identification of the aid

2.1. Title of the Aid :

Promozione e pubblicità dei prodotti agricoli

2.2. Brief description of the objective of the aid.

Please indicate primary objective and, if applicable, secondary objective(s):

Primary objective:

Technical support for promotion competitions, fairs, exhibitions, information

Secondary objective(s):

Advertising

Production quality agricultural products (Art14-06

Technical support (Art. 15 of Reg. (EC) No 1857-

2.3. Scheme - Individual aid

2.3.1. Does the notification relate to an aid scheme ?

Yes

- If yes, does the scheme amend an existing aid scheme ?

No

2.3.2. Does the notification relate to individual aid ?

No

2.3.3. Does the notification relate to an individual aid or scheme notified pursuant to an exemption regulation ?

No

3. National Legal Basis

3.1. Please list the national legal basis including the implementing provisions and their respective sources of references:

Title:

bozza Deliberazione Giunta regionale "Aiuti per la promozione e la pubblicità dei prodotti agricoli"

Legge regionale n. 31/2008 "Testo unico delle leggi in materia di agricoltura, foreste, pesca e sviluppo rurale", art. 12

Reference (where applicable):

3.2. Please indicate the document(s) enclosed with this notification:

A copy of the relevant extracts of the final text(s) of the legal basis

☐ No (and a web link, if possible)

☐ None

A copy of the relevant extracts of the draft text(s) of the legal basis

☒ Yes (and a web link, if possible)

(and a web link, if possible)

Link

http://www.agricoltura.regione.lombardia.it/cs/Satellite?c=Page&childpagename=DG_Agricoltura%2FDGLayout&cid=1213337053885&p=1213337053885&pagename=DG_AGRWrapper

4. Beneficiaries

4.1. Location of the beneficiary(ies):

in (an) unassisted region(s)

Region

LOMBARDIA

4.2. Sector(s) of the beneficiary(ies):

NACE code

A1 - Crop and animal production, hunting and related service activities

C10 - Manufacture of food products

C110002 - Manufacture of wine from grape

Nace other:

4.4. In case of an aid scheme:

Type of beneficiaries:

Small and medium-sized enterprises

the following beneficiaries:

Estimated number of beneficiaries:

Over 1000

5. Amount of aid / Annual expenditure / Maximum aid intensity

In case of a scheme, indicate the annual amount of the budget planned and the overall amount (in million national currency):

Annual amount

- Split by year ?

No

3.000000 million(s) Euro

Overall amount:

9.000000 million(s) Euro

For tax measures, please indicate the estimated annual and overall revenue losses due to tax concessions for the period covered by the notification:

- Split by year ?

No

million(s) Euro

If the budget is not adopted annually, please specify what period it covers (year of expiry):

If the notification concerns changes to an existing scheme, please give the budgetary effects of the notified changes to the scheme:

Maximum aid intensity of the individual aid or the aid scheme:

100.00 %

6. Form of the aid and means of funding

Specify the form of the aid made available to the beneficiary (where appropriate, for each measure):

Direct grant

For each instrument of aid, please give a precise description of its rules and conditions of application, including in particular the rate of award, its tax treatment and whether the aid is accorded automatically once certain objective criteria are fulfilled (if so, please mention the criteria) or whether there is an element of discretion by the awarding authorities:

Specify the financing of the aid: if the aid is not financed through the general budget of the State/region/municipality, please explain its way of financing:

7. Duration

7.2. In the case of a scheme:

Indicate the date from which on the aid may be granted:

01/08/2001

Indicate the last date until which aid may be granted:

30/06/2014

If the duration exceeds six years, please demonstrate that a longer time period is indispensable to achieve the objective(s) of the scheme:

Decision date of European Commission:

☒ Yes

8. Cumulation of different types of aid

Can the aid be cumulated with aid received from other local, regional, national or Community schemes to cover the same eligible costs?

No

9. Professional Confidentiality

Does the notification contain confidential information which should not be disclosed to third parties?

No

If no, the Commission will publish its decision without asking the Member State.

10. Compatibility of the aid

10.1 Please identify which of the existing Regulations, frameworks, guidelines and other texts applicable to State aid provide an explicit legal basis for the authorisation of the aid (where appropriate please specify for each measure) and complete the relevant supplementary information sheet(s) in part II

Aid compatibility
Aid in the agricultural sector - Agriculture – Block Exemption Regulation 1857/2006
Aid in the agricultural sector - Agriculture - Community Guidelines for State Aid in the Agriculture and Forestry Sector 2007 to 2013

10.2 Where the existing Regulations, frameworks, guidelines or other texts applicable to State aid do not provide an explicit basis for the approval of any of the aid covered by this form, please provide a fully reasoned justification as to why the aid could be considered as compatible with the EC Treaty, referring to the applicable exemption clause of the EC Treaty (Article 106(2), Article 107(2) (a) or (b), Article 107(3) (a), (b), (c) or (d)) as well as other specific provisions relating to Agriculture and Transport.

☐ No

10.3 Where the existing Regulations, frameworks, guidelines or other texts applicable to State aid do not provide an explicit basis for the approval and in so far that it is not requested by the relevant supplementary information sheet(s) in part II, please provide the following information concerning the likely impact of the notified measure on competition and trade between Member States. This information is necessary to complete the assessment made by the Commission which balances the positive impact of the aid measure (reaching an objective of common interest) against its potentially negative side effects (distortions of trade and competition).

10.3.2 In case of an aid scheme

Impact on competition: Please specify and describe the product markets on which the aid scheme is likely to have a significant impact, the structure and dynamics of those markets:

Nessun effetto distorsivo significativo sulla concorrenza. L'attività promozionale/pubblicitaria sarà realizzata in ambito nazionale, comunitario e in alcuni paesi terzi. Considerata la limitata entità delle risorse messe a disposizione e del valore della produzione agricola oggetto delle attività supportata non si prevede che vi possa essere alcuna incidenza significativa sui mercati di riferimento.

Impact on trade between Member States. Please provide information on the effects on trade (shift of trade flows and location of economic activity):

Per le stesse motivazioni espresse al punto precedente non si prevedono effetti sui flussi di scambio delle produzioni agricole e nemmeno di delocalizzazione dell'attività economica

11. Outstanding recovery orders

11.2 The authorities of the Member State commit to suspend the payment of any aid under

the notified aid scheme to any undertaking that has benefited from earlier unlawful aid declared incompatible by a Commission Decision, until that undertaking has reimbursed or paid into a blocked account the total amount of unlawful and incompatible aid and the corresponding recovery interest.

Yes

12. **Other information**

Please indicate here any other information you consider relevant to the assessment of the measure(s) concerned under State aid rules:





Il regime di aiuto per la promozione e la pubblicità dei prodotti agricoli prevede diverse tipologie di azione notificate utilizzando per ciascuna uno specifico modulo di notifica:

- Azioni per la promozione della produzione e la commercializzazione di prodotti agricoli di qualità (parte III.J)
- Prestazioni di assistenza tecnica per attività promozionali (parte III.K)
- Azioni di pubblicità di prodotti agricoli (parte III.R)

La data di applicazione (1/08/2011) è indicativa: il regime sarà applicato a decorrere dalla decisione favorevole della Commissione europea.

13. **Attachments**

Please list here all documents which are attached to the notification and provide paper copies or direct internet links to the documents concerned.

Document(s)	Last upload
 Bozza DGR Promozione Pubblicità + Allegato.doc	26/07/2011 12:24
 parte 3_j.doc	26/07/2011 12:24
 parte 3_k.doc	26/07/2011 12:24
 parte 3_r.doc	26/07/2011 12:25

Case Team

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History

Step	date	action	Name	comment
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