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oriGIn growing and innovating: Argan Oil elected at the head of the global alliance of GIs

On Tuesday 10 November, in Fortaleza (Brazil), oriGIn – the global alliance of Geographical Indications (GIs) groups – held its 7th General Assembly. The representatives of GIs' groups from all over the world gathered in Fortaleza to review the activities carried out by oriGIn over the last two years, renew its bodies and define the alliance's strategy for the protection and promotion of GIs at the global level in 2016/2017.

The oriGIn's members unanimously expressed their thanks and appreciation for Ramón González Figueroa – Director General of the Tequila Regulatory Council (CRT) – who served as oriGIn President during the last six years during which the organization experienced a tremendous growth in terms of resources and impact. “On behalf of the oriGIn membership and staff, I would like to thank you – dear Ramón – for the great job you have done as President of oriGIn. Your leadership has been instrumental for our Organization to grow and consolidate as well as to attract several new prestigious members. Personally, it has been a great pleasure to work with you”, said Mr Massimo Vittori, Managing Director of oriGIn.

At the Assembly of Fortaleza, Ms. Fatima Amehri – President of the Moroccan Association for the GI Argan Oil (one of the first GIs ever recognised in Africa) – has been elected new President of oriGIn. “It is a honour for me to accept this role at the head of the global alliance of GIs groups. I will devote my energies and enthusiasm to work with the oriGIn Secretariat in Geneva to continue the process which has characterised our Organisation in recent years. In the next biennium, oriGIn will continue to be vigilant in the context of the major international negotiations covering GIs as well as of trademark applications conflicting with GIs. We will also address with renewed energy the issue of GI protection on the Internet as well as the one of GIs as a tremendous sustainable development opportunity. Finally, the development of new tools and services for our members will continue to be a priority for oriGIn”, declared Ms Fatima Amehri, President of oriGIn.

The amazing growth of oriGIn in terms of members, sectors covered and geographical reach was also reflected in the renewal of the organization's bodies, including the Vice Presidencies and the Executive Committee, in which all GI sectors and continents are today represented.