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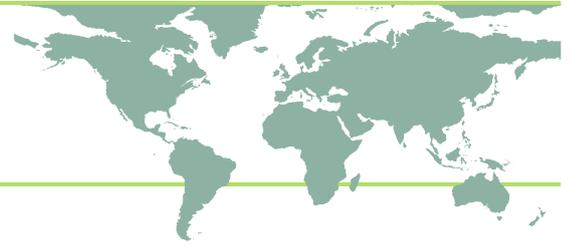
PRESS RELEASE

oriGIn praises the “Superintendencia de Industria y Comercio” of Colombia for its work aimed at protecting and adding value to geographical indications

From the 15 to the 18 October 2013, oriGIn and several of its members (*Consejo Regulador del Tequila, Consejo Regulador de las Indicaciones Geográficas Protegidas Jijona y Turrón de Alicante, Consejo Regulador de la Denominación de Origen Queso Manchego and Federación Nacional de Cafeteros de Colombia*) as well as associate members (*REDD and Cavelier Abogados*) participated in a series of seminars on Appellations of Origin and Rural Competitiveness held in Colombia. The seminars, organized by the “Superintendencia de Industria y Comercio” (SIC) with the support of local authorities, took place in Paipa (Boyacá) and Neiva (Huila), Colombia’s departments with the highest number of recognised appellations of origin.

“We would like to congratulate the SIC, as well as the local authorities of Boyacá and Huila, on the organisation of this interesting initiative, which gave oriGIn and its members the opportunity to share best practices on geographical indications and rural development”, said Ramón González Figueroa, President of oriGIn and Director General of the Consejo Regulador del Tequila. *“We had the chance to discover and appreciate the quality of Colombian origin products as well as the passion and pride of local producers. Strengthening producers’ associations is now crucial for them to further improve their quality of life and fully benefit of the competitive advantages deriving from geographical indications. In this context, the experience of oriGIn, with some 350 producers’ associations within its network, is at the disposal of the Colombian producers and local authorities”,* continued Mr. González Figueroa.

To date, Colombia has recognised 20 national appellations of origin for agricultural products and handicrafts. Moreover, on top of “Café de Colombia”, which was registered in 2007, since September 2 other Colombian appellations of origin (“Cholupa del Huila” and “Guacamayas”) are protected in the European Union under the Free Trade Agreement, which also provides for the possibility to cover in the future additional appellations. Likewise, under such Agreement, 117 European geographical



indications are protected in Colombia. *“We would like to congratulate the SIC for the extraordinary work it is carrying out to promote the appellations of origin as well as rural development strategies in the country. In this framework, the Free Trade Agreement between Colombia and the European Union provides for an effective protection of the geographical indications of both parties, to the benefit of both producers and consumers”*, concluded Massimo Vittori, Managing Director of oriGIn.

About oriGIn:

The Organization for an International Geographical Indications Network – oriGIn – is the global alliance of Geographical Indications, representing 350 associations and some 2 million producers from 40 countries. For more information: <http://www.origin-gi.com>