



Organization for an International  
Geographical Indications Network

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## President's message



Luis F. Samper  
President of oriGIn

Dear members,  
dear GI friends,

The year 2008 has been crucial for our organisation and for the world of Geographical Indications (GIs).

First of all, in April OriGIn moved its headquarters to Geneva to follow more closely the multilateral negotiations on GIs. The Organisation's goals were presented on 21 May in a press conference attended by a large audience of journalists, diplomats and representatives of International Organisations. We had impressive press coverage, with media such as the Guardian, Forbes News, Reuters and the Press Agency EFE reporting on the event.

Since our very first day in Geneva, we have been carrying out advocacy campaigns aimed at trade negotiators to help move the GI agenda forward. In this respect, the submission by a large majority of WTO Member States of the "Draft Modalities for TRIPS-Related Issues" was an important success. We are pleased to note that more than 100 countries currently support the extension to all GI products of the protection enjoyed by wines and spirits by virtue of Article 23 of the TRIPS Agreements and the establishment of a truly multilateral Register. We will continue working in this important endeavor.

Positive news for GIs has come as well from another important Geneva-based international forum, the World Intellectual Property Organisation (WIPO). In September, WIPO launched a process to reform the Lisbon Agreement for the Protection of Appellations of Origin and their International Registration, aimed at stressing the Agreement's flexibilities and attracting additional contacting parties. OriGIn was consulted in the preliminary phase of this process and was invited to participate in the Working Group set-up by WIPO to work on such a reform. Moreover, in the occasion of the 50th anniversary of the Lisbon Agreement, celebrated in Lisbon on October 30-31, OriGIn had the privilege to organise, in cooperation with WIPO and INPI Portugal, an International Exhibition of Geographical Indications, where several of our members exposed their unique products.

In 2008 OriGIn continued to provide legal advice to its members and to conduct advocacy campaigns, focusing on the recognition of the *ex officio* protection of GIs within the EU following the conclusion of the European Court of Justice in the "Parmesan case". We also kept our pressure on national trademark offices around the world to draw their attention on the obligation to refuse any registration identical or confusingly similar to protected geographical names.

Finally, leveraging on the great experience developed over the last few years, 2008 has seen the development and launching of a new

OriGIn's fund raising campaign aimed at bilateral and multilateral donors, with the goal to reinforce the Organisation's core activities, in particular our advocacy campaigns and the "producers-to-producers" exchange of best practices.

Given this background, 2009 looks both challenging and promising. After several years of blockage on WTO negotiations on GIs, in 2009 we will have an opportunity to provide GI producers with the effective multilateral legal remedies to prevent and stop those abuses that tarnish the reputation of their unique products. We will need your full support with your local governments to exercise the kind of pressure needed to bring about the positive results we want to achieve. On 25, 26 June, we will also celebrate our next General Assembly in Teruel, Spain, where we intend to launch our new program of cooperation among producers as well as to propose our members new services and opportunities of cooperation.

I thank all of you for your commitment and support to the cause of GIs and look forward to working with you in 2009 to achieve our common goals!

I take this opportunity to wish all of you and your families my best wishes for the forthcoming holiday season.

oriGIn

**UPDATE ON WTO NEGOTIATIONS**

**Doha Round Negotiations from inside: interview with Mr. Daniel OOwoko, first Secretary, Permanent Mission of Kenya**

*By Ms. Ida Puzone, oriGIn*

During the last few months oriGIn has been closely following the Doha Round negotiations. After the collapse of the WTO Mini-Ministerial Conference last July, oriGIn interviewed Mr. Daniel OOwoko, first Secretary at the Kenyan Mission to the WTO, to better understand the possible outcomes of the Doha Round.

**You have been directly involved in the preparation as well as the works of the July 2008 Mini-Ministerial Conference. What’s your point of view on the collapse of the negotiations and the perspectives for them to be revamped? Is an agreement on modalities before the end of the year feasible?**

“Before the Mini-Ministerial Conference, it was agreed to present to the Ministers convened in Geneva the so-called July package, a list of issues to be discussed.

Followings days of hard discussions, the obstacles to reach a multilateral deal became quite evident. The process was then driven by a few members, mainly developed countries and a few emerging economies in an effort to keep the Round alive. Those delegations pushed for a deal because they were mainly concerned that next political appointments, such as the political elections taking place in some key countries, would have further delayed the Round. Yet several developing countries felt the risk to be excluded from the debate.

Moreover, because of profound disagreements on procedural as

well as substantial issues, some key topics, such as TRIPS-related issues, did not even reached the Ministers’ level.

Over the last few months, several WTO Members, concerned with the risk of losing the progress made, tried to resume the process, taking July Text as a starting point. In a period of financial turbulences, Member States wanted to send a positive signal to the international community, by establishing a fairer multilateral trading system. In spite of those efforts, differences remained wide and no Ministerial meetings were held in December.

As to Kenya, the priority is to save the progress made on Agriculture and NAMA. We have to be ready to come up with modalities on Agriculture and NAMA, even if no consensus is found on services and TRIPS-related issues. Of course we remain GI friends, but the Doha Round cannot go on forever, we have to discuss urgent issues, such as climate change, the increase of food prices and hanger, which are waiting out of the door”.

**The “Draft Modalities for TRIPS-Related Issues” submitted to the WTO by more than 100 Member States are an historical result after several years of no significant advancement on IP and GIs. Will the CBD/GI coalition remain united around those issues in the following months? What are the prospects for those “Modalities” in the Doha Round?**

“The Draft Modalities for TRIPS-related Issues are still on the table. The African Group reiterated its commitment to find an agreement on GIs (both extension and the multilateral

register) and the obligation of patent disclosure. For the African Group those issues remain high on the agenda. While 110 WTO Members are pushing for better protection of GIs and a more balanced patent system, some 10 Members argue that under the current Round, there is no

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mandate to discuss these issues.

However, for the time being, the coalition supporting the modalities for TRIPS-related issues remains united.

GIs are quite important for the African

Group. But we understand that a lot has to be done in terms of technical assistance for our countries to be able to take full advantage from GIs. GIs will play in the future an important role for the development of the African economies.

**In the last few months, oriGIn has been quite active in promoting GIs (and their legal protection) as a tool of sustainable development among the African Group. What has changed (if any) in the way African delegations perceive GIs?**

“Nowadays non-governmental organizations play a key role in political, social and economic discussions. Those actors are closer to key social and economical phenomena.

The added-value of oriGIn is its independence. Thanks to oriGIn, the African Group discussed for the first time the issue of GIs; we want to continue working closely with oriGIn to increase the awareness on the importance of GIs for developing our local economies. OriGIn provided our delegations with information on the importance of GIs in African

countries as a tool for sustainable development. Most of our products are not wines and spirits and need protection in international markets; so “GI extension” is very important for us.

## oriGIn

### EVENTS

#### OriGIn’s round table on the future of Geographical Indications (GIs) in the European Union

Following the recent publication by the European Commission of the “Green Paper on agricultural product quality” (see [http://ec.europa.eu/agriculture/quality/policy/index\\_en.htm](http://ec.europa.eu/agriculture/quality/policy/index_en.htm)), a round table on the future of GIs in the European Union was held in



Brussels on 3 December.

The event was organized by oriGIn, in cooperation with CNAOC (la Confédération Nationale des Appellations d’Origine Contrôlée) and Mrs. Maria Petre, Member of the European Parliament and “rapporteur” on the Green Paper. Some 100 representatives of GI producers’ associations, the current French Presidency of the EU, the future Czech Presidency of the EU, the European Commission, various Ministries and public institutions, law firms and advocacy groups participated in the round table.

OriGIn and CNAOC welcomed the initiative of the Commission and expressed their views on the Green Paper, focusing on Chapter II, which is mainly devoted to GIs.

The two organizations agreed on a number of measures that would optimize the protection and promotion of GIs at EU level: opposition to the proliferation of EU quality logos, application of existing EC rules concerning the obligation for trademark offices to refuse applications identical or confusingly similar to protected designations of origin (PDOs) and/or protected geographical indications (PGIs), and urgent need to adopt measures to ensure the concrete implementation by Member States of the so-called “ex officio” protection of GIs, strengthen the role of producers’ associations in the management and protection of GIs and secure more effective rules concerning GIs at the WTO level.

OriGIn had previously launched a consultation among its members to come-up with a common position on the issues raised by the Green Paper. OriGIn has been the first institution registered in the EC Registry of interest groups to submit its comments on the Green Paper. OriGIn’s position is available at: [http://ec.europa.eu/agriculture/quality/policy/opinions\\_en.htm](http://ec.europa.eu/agriculture/quality/policy/opinions_en.htm)

#### OriGIn at 50th anniversary of the Adoption of the Lisbon Agreement

A conference to celebrate the 50<sup>th</sup> anniversary of the Lisbon Agreement for the Protection of Appellations of Origin and their International Registration was held in Lisbon on 30, 31 October 2008. Two hundred participants from 50 countries attended this important event.

OriGIn and INPI Portugal organized an international GIs Exhibition within the framework of the Conference. Several oriGIn’s members participated in the event: Argan Oil (Morocco), Café de Colombia (Colombia), Champagne (France), Gruyère (Switzerland), Habanos (Cuba), Parmigiano Reggiano (Italy), Prosciutto di Parma (Italy),

Pruneaux d’Agen (France) and Tequila (Mexico).



From the left to the right: M. E. Rubio Assistant Director General of WIPO, M. F. Gurry, Director General of WIPO and M. L.F. Samper, President of oriGIn.

The list of all products and institutions that participated in the exhibition is available at: [http://origin.technomind.be/fileadmin/origin/PDFs/English/OriGIn\\_publications/News/Microsoft\\_Word\\_-\\_Flyer\\_FORUM\\_on\\_geographical\\_indications.pdf](http://origin.technomind.be/fileadmin/origin/PDFs/English/OriGIn_publications/News/Microsoft_Word_-_Flyer_FORUM_on_geographical_indications.pdf).

WIPO announced its intention to study possible amendments of the Lisbon Agreement to further stress its flexibilities and attract additional contracting parties. OriGIn will be involved in the WIPO working group that will be established next year to work on the Lisbon Agreement reform.







**SUCCESS STORIES**

**OriGIn’s support to Mongolia’s agriculture associations in the sustainable development of GIs**

*by Ms. Anne Lubell, Sustainable Development Association.*

OriGIn has been successfully supporting Mongolian producers in their efforts to develop local GIs. This was achieved within the framework of the Asia Invest ALLIANCE project, where oriGIn cooperated with several international partners, such as the Campden Chorleywood Food and Research Association (CCFRA), the Sustainable Development Association (SDA) and the Mongolian National Chamber of Commerce and Industry (MNCCI).

At the outset of the project, local producers associations and local chambers lacked basic knowledge on good practices along the agriculture and food supply chain, as well as expertise on how to market a GI product to add value.

Currently the level of knowledge of the GI stakeholders has been

scaled up; knowledge has been increased of relevant issues and factors to the development of GIs and project beneficiaries have got a deeper understanding of GI best practices. Additionally, the project activities have enhanced export capabilities of Mongolian producers through improved knowledge of European Good Hygiene Practices, Good Agricultural Practices and Good Manufacturing Practices.

**MAIN ACHIEVEMENTS:**

A bilingual project website serves as an active window providing project accessibility to both European and Mongolian parties. The project website provides information to both the direct participants and the agricultural and business associations who seek project updates.

A complete needs assessment phase was conducted in order to design the most appropriate training and most meaningful exchanges adapted to the context of local Mongolian agricultural and commercial organisations. The overall findings of the needs assessment was the foundation for the project’s subsequent activities.



A European study tour was conducted for 10 Mongolian producers to visit a wide range of institutions and producer organisations from the oriGIn’s network in Spain and France, maximising the number of models and examples that could potentially be adopted by Mongolian producers’ organisations.

A number of sites and institutions were visited during the study tour including: oriGIn Secretariat, the Regulatory Council of PGI Jijona and Turrón de Alicante, INAO and the “Bief du Fourg Orchards Cooperative”.

The study tour provided wide participants from a range of sectors in Mongolia, with examples of European best practice and institutional models operating in the field of GIs. In particular, Mongolian participants were exposed to key GI elements: European certification models, EU legal framework, quality assurance, good hygienic practices and manufacturing processes.

An EU Workshop on Best Practices for the Development of GIs in Mongolia took place in Ulaan Bataar (Mongolia) in May 2008, with the participation of several experts from the oriGIn’s network. Participants came from a range of Mongolian GI stakeholders: representatives from regional MNCCI offices, producer associations (i.e. camel milk cooperative, meat processing, wool and cashmere), the Intellectual Property Office of Mongolia and local producers. Topics covered by the discussions included: GI development, certification, food safety and labelling and marketing activities.

An online database of EU and Mongolian producers associations was developed in order to serve as an online information contact centre for both EU and Mongolian GI producers and/or potential GI stakeholders. The database has the potential to serve as a hub for opportunities between EU and Mongolian GI organisations.

Finally, a Best Practices handbook for the sustainable development of GIs was finalised and is available in English and Mongolian. The handbook’s content covers the thematic areas of certification, food safety

standards, registration and enforcement.

### Argan Oil: the first GI of Morocco

By Audrey Aubard, F.R.C.A.A.

In the second semester of 2008, Argan Oil would be recognized as the first GI of Morocco. This was possible with the support of the Fédération Régionale des Coopératives Agricoles d'Aquitaine (F.R.C.A.A.), member of oriGIn. During the 2006 edition of "les assises de l'origine", the regions of Aquitaine (France) and "Souss Massa Draa" (Morocco), signed a cooperation agreement aimed at establishing a GI for the Argan Oil. The first contacts among these institutions took place in China in November 2005, at the oriGIn's General Assembly.

#### AN ALTERNATIVE « TERROIR »

A cooperation agreement was already in place between the respective political authorities, the Regional Council of Aquitaine and Regional Council of "Souss Massa Draa". A first mission, held in November 2006, found the following situation: « cooperatives well structured and organized, as well as respectful of the Hazard Analysis and Critical Control Points (HACCP) rules. But a weak point was also identified: the product's positioning on the market, which was characterised by several logos imposed by the clients » explains Jacques Weill, responsible of the Project for the FRCAA.



#### BEHIND POLICIES

The association requesting the GI, benefited from the support of a small team within the Regional Council of "Souss Massa Draa".

« Following the first mission, we have been working as if we were in France », insists Jacques Weill, « and producers, cooperatives, sellers and the representatives of the industries worked on the elaboration of a code of conduct ».



Such a code has been finalised and will have to be approved by the members of the Moroccan Association for the GI Argan Oil (AMIGHA, Translated from the Berber word "AMIGHA", which means "Princess", what a beautiful symbol for the producers!).

As the President of the Regional Council of "Souss Massa Draa" was appointed Minister of Agriculture of Morocco, the process picked-up. The Moroccan Law on IG was published in July 2008.

#### WHY THE FRCAA?

Preserving the value of territories can be achieved through cooperation! The FRCAA, member of oriGIn and co-organizer of the event "les assises de l'origine", has a specific know-how in the sector of GIs. This knowledge comes from a region, Aquitaine, which is a worldwide leader for GIs.

## OTHER EVENTS

### WIPO Seminar on Appellation of Origin

On November M. Luis Fernando Samper (President of oriGIn), M. Ramon Gonzalez Figueroa (oriGIn Vice-President for North America), and M. Adargelio Garrido de la Grana (oriGIn Vice-President for Central America and Caribbean) participated in the WIPO Seminar on Appellations of Origin and presented the successful experiences of their respective GIs.

### FAO Seminar on Quality Food Products linked to geographical origin and traditions in South and Eastern Europe

M. Tomislav Galovic, (oriGIn Vice President for Eastern Europe) and M. Vittori (Secretary General of oriGIn) participated in the "Technical Seminar on Quality Food Products linked to geographical origin and traditions in South and Eastern Europe", held in Belgrade on 3-4 December 2008. See: <http://www.foodquality-origin.org/serbia/>

### FOOD ROOTS – International Geographical Indications Cooperation Project

On 16 December, Buonitalia Spa, Aicig (Associazione Italiana Consorzi Indicazioni Geografiche) and Retecamere, in collaboration with the ICE Moscow and oriGIn, organized a press conference in Moscow to present the *FOOD ROOTS – International Geographical Indication Cooperation Project*. M. Vittori participated in this event as guest speaker.

**Argan Oil wins the III edition of the Parmigiano-Reggiano International Prize**

On 25 October 2008, at the “Salone internazionale del Gusto” held in Turin, the GI “Argan Oil” (Morocco) received the Parmigiano-Reggiano International Prize. The International Prize has been instituted in 2004 by Consortium of Parmigiano-Reggiano, in the occasion of the 70th anniversary of its foundation, to reward the defence and promotion of typical alimentary productions around the world. The 2006 International Prize was awarded to the Colombian Coffee Federation, congratulations to “Argan Oil” for this important success!



Mrs. Zoubida Charrouf, oriGIn Vice-President for North Africa & Middle Est and representative of Argan Oil producers and Giuseppe Alai, President of “Consorzio del Parmigiano-Reggiano”.

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**CALENDAR**

25, 26 June 2009

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**ORIGIN**  
ORGANIZATION FOR AN INTERNATIONAL  
GEOGRAPHICAL INDICATIONS NETWORK

IS PLEASED TO ANNOUNCE ITS  
**4<sup>th</sup> GENERAL ASSEMBLY**  
ON JUNE 25 - 26, 2009  
AT TERUEL, SPAIN

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