



Organization for an International  
Geographical Indications Network



Invitation to a lunch-time presentation on

***GIs and sustainable development:  
The FAO Guide “Linking people, places and products”\****

*18 February 2010, 12h00 – 13h30  
Palais des Nations, Room IV, Geneva*

Geographical Indications (GIs) are a global phenomenon. Producers from developing countries increasingly rely on GIs for the sustainable development of their communities. By providing jobs, helping preserve the environment and ensuring that the globalization of markets does not encroach on the diversity, quality and tradition of origin products, GIs play a crucial role in local economies.

The Food and Agriculture Organisation of the United Nations (FAO), in collaboration with the SINER-GI project, has recently published a Guide on origin products and sustainable development: “Linking people, places and products - a guide for promoting quality linked to geographical origin and sustainable GIs”. The Guide is a practical instrument for producers in developing countries in their efforts to set-up and develop GIs.

Starting from the presentation of the FAO Guide, the purpose of this event is to discuss how producers and policy-makers in poor countries can use the GI leverage in development strategies.

*Introduction*

Mr. Manzoor Ahmad, Director, FAO Liaison Office in Geneva

*Presentation of the FAO Guide “Linking people, places and products -  
A Guide for promoting quality linked to geographical origin and sustainable GIs”*

Ms. E. Vandecandelaere, Quality&Origin, FAO and Prof. F. Arfini, University of Parma

*Comments*

Mr. K. Adachi, Legal Officer and Chief, Intellectual Property Unit, UNCTAD  
Mr. Massimo Vittori, Secretary General, oriGIn

*Discussion*

A cocktail will be served at 13.30

Please confirm your participation **by 11 February 2010**  
at [staff@origin-gi.com](mailto:staff@origin-gi.com)

***About oriGIn***

oriGIn – the Organisation for an International Geographical Indications Network – is a Swiss-based NGO representing 150 associations of GI producers from some 40 countries. oriGIn promotes GIs as a tool of sustainable development.

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\* The views expressed by the speakers do not necessarily reflect official views of the Food and Agriculture Organization of the United Nations.