

INTERNATIONAL CONFERENCE ON THE LATEST TRENDS
IN THE GEOGRAPHICAL INDICATIONS (GIs) SECTOR

KEYNOTE SPEECH

NEW CHALLENGES FOR THE WORLDWIDE GIS DEVELOPMENT

Riccardo Deserti

A NEW GLOBAL APPROACH

We need to upgrade a worldwide **sensibility** to GIs

The only way is a bottom-up strategy



Starting **from local and regional experiences** (in regulations field, in communications, in economic development and management)



The italian experience, a common value in terms of **knowledge and proposals** for a global approach

THE LIMITS OF GIs GLOBAL SYSTEM

Consumers

- Low knowledge and perception
- Informed on products but not on GIs system and values

Economic power

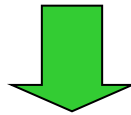
- High economic potential
- Absence o worst organization models of GIs chain

Regulations

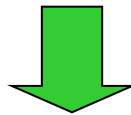
- Widespread lacks in regulations
- Contradictions in national/regional rules

CONSUMERS: INFORMATION AND TRANSPARENCY

Our priority is communicate and inform consumers contents and values of GIs and GIs system, non only as food products, but also as **heritage of territories and populations**



In the context of globalization GIs are a pillar of the **“food democracy”**



For GIs development it's not sufficient extend and promote the participation of economic players.
We **need to involve the interest of consumers**

BUILD ECONOMIC VALUE & SUSTAINABILITY

To obtain the “consumer awareness” in the long term perspective we need the economic sustainability of GIs
We need to keep and growth economic value



GIs-Brand

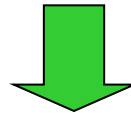
- Legal protection

**Product and agrifood
chain management**

- Management of volumes
- Common rules and policies between producers (inter professional bodies, consortium, etc.)

A GLOBAL REGULATIONS FRAMEWORK

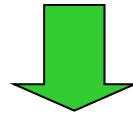
Build GIs legislations were we haven't rules and drive the system to an efficient harmonization



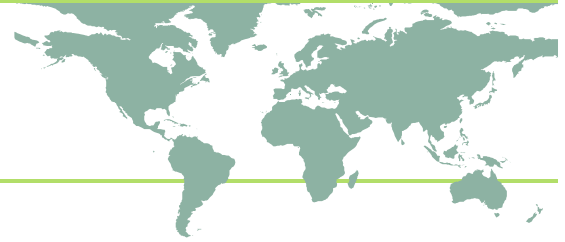
It's necessary to improve new GIs, to increase the economic value of GIs system and, in consequence, increase also the attentions of policymakers and stakeholders

A CONCRETE APPROACH

The role of the oriGin Conference as a “cabin of direction”
to develop those initiatives in the view of a global
common interest



Improve the cooperation between national institutions
and / or
between economic organizations in the field of Gis.
(technical assistance, cooperation programmes, ...)



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**THANK YOU
FOR YOUR ATTENTION**