

# The Way Forward: Positioning oriGIn for the Next Biennium

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# Summary

- I. Challenges ahead
- II. Our strengths
- III. oriGIn strategy 2012-2013
- IV. Cooperation with partners
- V. Declaration of Guadalajara

# I. Challenges ahead

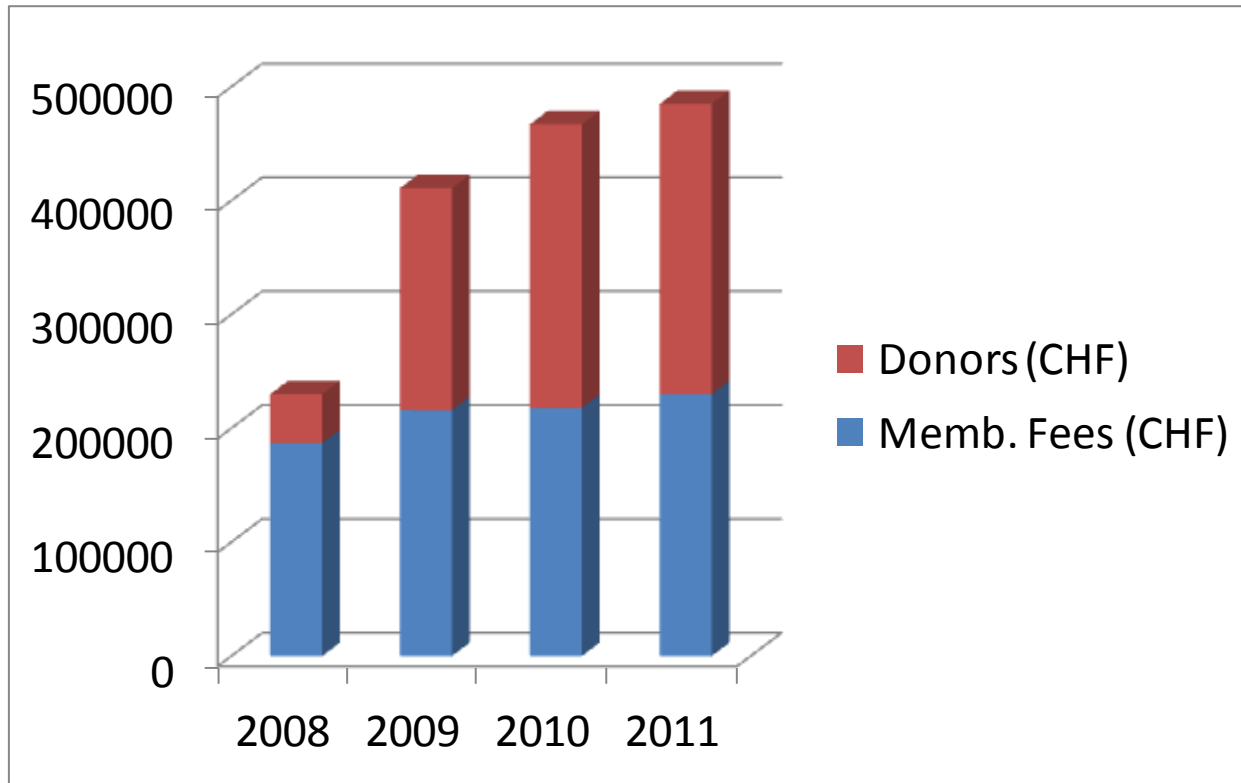
# i. Obstacles to enhanced GI protection

- Deadlock of the WTO “Doha Round”
- Proposals to reform the WIPO Lisbon Agreement
- GIs on the Internet
- EU (Quality Package, non agricultural GIs)

## ii. Complexity in a fast-changing world

- Proliferation of negotiations fora (WTO, WIPO, ACTA, bilateral and regional agreements, etc.)
- Rapid evolution of laws and regulations
- Growing phenomenon of imitations/usurpations
- Proliferation of labels and non-voluntary standards in international trade

### iii. Financial resources/business model



## II. Our strengths

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## i. Reputation:

# We are an international opinion maker!

- Policymakers (Governmental agencies, International and Regional Organizations, ...)
- Technical assistance agencies
- Think tanks, law firms, universities, specialized reviews, blogs, ...



## ii. “GI dynamism” worldwide

- Several third-country GIs protected in the EU
- Asia: China, India, South Korea, Indonesia, Vietnam, Cambodia
- Regular registrations of GIs in Central and South America
- Technical assistance projects in Africa
- Producers’ growing interest in “skeptical” countries (US, Argentina, ...)

### iii. Consumers' trends at the global level

*Keen to know more about products sold in global markets*

- Quality, traceability, production methods
- Impact on the environment / sustainability
- Benefits for local communities

# III. oriGIn strategy 2012-2013



# 1. Consolidation

- a. Advocacy campaigns
- b. Information and services to members
- c. Support to producers in developing countries
- d. Financial resources / business model

# What to do to achieve consolidation

- a. Positive outcome of oriGIn key battles: GI Extension and Registry (WTO), “training” TM offices, management of production volumes (EU)
- b. Practical manuals (protecting GIs in BRICs, GIs and sustainable development), use of new technologies (GI platform for smart phones)
- c. Conceive comprehensive projects to develop GIs in developing countries
- d. Attract new members + propose donors “long-term” projects

*“If better is possible, good is not enough”*  
-Unknown

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## 2. “Changing gear”: innovation + new issues/initiatives

- A. Worldwide GI compilation
- B. oriGIn campaigns at ICANN
- C. Non agricultural GIs
- D. “Voluntary standards”

# A. Worldwide GI compilation

- If policymakers fail to deliver, the civil society must act
- oriGIn is best placed to lead such an initiative
- Collect info on protected GIs (name, geographical area, product characteristics, communities concerned,...) and make it available to the public at large
- Invaluable information for consumers, TM offices, academic researchers, ...
- Opportunity for partnerships



# B. oriGIn campaigns at ICANN

- Phenomenon of “cybersquatting” in gTLDs
- ICANN rules to fight this (UDRP) limited to TMs (excludes GIs)
- Discrimination detrimental to producers and consumers
- ICANN rules to requests new gTLDs – which includes .[GI name] – should be operational by January 2012
- Innovative marketing opportunities but also legal risks
- 185.000 USD to file an application + 75.000 USD for maintenance (issues of fairness)



# C. Non agricultural GIs

- Opportunities for producers (India: some 90 out of 140 protected GIs are for non agricultural products)
- Unexplored potential
- Lack of specific EU legislation (legal risks - “Languiole”)
- 2011: oriGIn responded to the EU tender for the economic evaluation of non-agricultural GIs in Europe
- Opportunity to attract new members

# D. Proliferation of “voluntary standards”



*Good for you. Good for our forests.™*

# IV. Cooperation with partners



# V. Declaration of Guadalajara