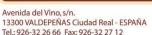
Making GIs a truly European story: Presentation by oriGIn

- oriGIn: global alliance of GIs
- Some 500 members (agricultural, non agricultural, wines & spirits GIs) from 40 countries



Some of our Members





























Our values and goals

- GIs are crucial for producers and consumers worldwide
- GIs play a key role for inclusive economic development
- GIs are intellectual property rights recognised in the most important international agreements
- Need to fight GIs misappropriations and infringements with sound legal means

GIs Regulations in the EU

 Agricultural products and foodstuff (Regulation No 1151/2012)

ii. Wines (Regulation No 1308/2013)

iii. Spirits (Regulation No 110/2008)

iv. Aromatised wines (Regulation No 251/2014)

Non Agricultural GIs: Not yet harmonized at the EU level

i. Some 3.500 GIs recognised under the 4 Regulations (+ 55 TSG)

ii. Italy: 523 wines, 289 agricultural products (+ 2 TSG),37 spirits, 1 aromatised wines

iii. Germany: 89 agricultural products, 28 wines, 20 spirits, 2 aromatised wines

iv. UK: 60 agricultural products (+ 4 TSG), 8 wines, 2 spirits

Based on a study commissioned by DG Agriculture and Rural Development and published in 2012:

Worldwide sale value: 54,3 billion EUR in 2010 (+ 12% from 2005)

Sectors:

- Wines: 56% (30,4 billion EUR)
- Agricultural products and foodstuffs: 29% (15,8 billion EUR)
- Spirits: 15% (8,1 billion EUR)
- Aromatized wines (31 million EUR)

Within agricultural products and foodstuffs:

- Cheeses: 39%
- Meat products: 20%
- Beers: 15%
- Fresh meat: 8%
- Fruits and vegetables: 6%

By country:

- France (20,9 billion EUR)
- Italy (11,8 billion EUR)
- Germany (5,7 billion EUR)
- UK (5,5 billion EUR)
- Followed by Spain, Portugal, Greece, Austria, Ireland, Hungary and Poland

Domestic sales: 60 %

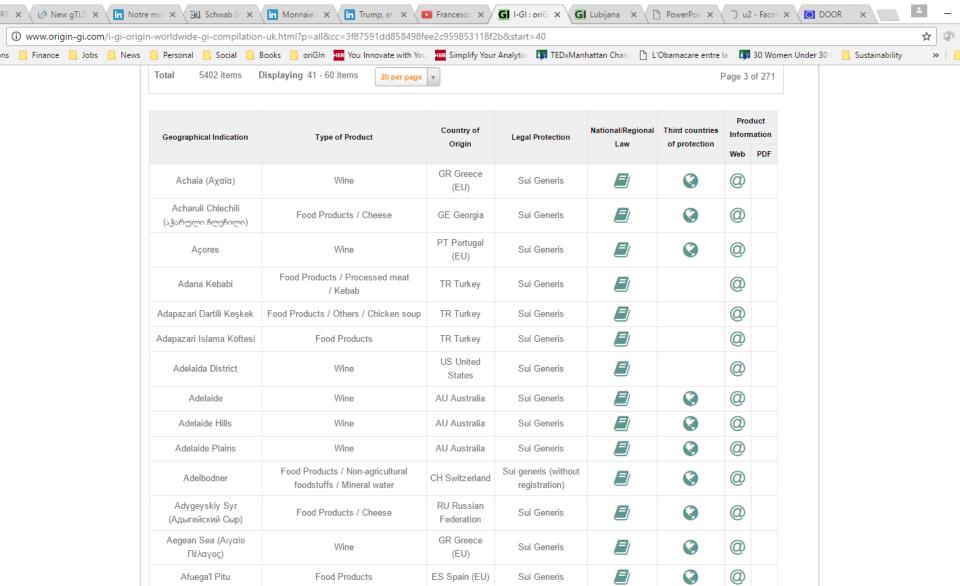
Intra-EU trade: 20%

Extra-EU trade: 20% (+ 29% from 2005)

Some figures (GIs outside the EU)

- Some 9.000 GIs recognised in the world
- 2.000 in China
- 270 In India
- Some 1.000 in the Americas (including the US, through AVAs, certification marks, etc..)
- 150 in Africa (huge unexplored potential)

oriGIn compilation of all GIs recognised in the world



Some key elements of the system

Groups at the core of the system

Solid legal protection & enforcement (ex officio)

 Controls (before products are commercialised as well as on the market)

 Possibility to benefit from promotion funds under Regulation No 1144/2014

Challenges

- Infringements: 2016 EUIPO/OECD, 4.3 billion EUR in 2014 (EU market)
- TM applications conflicting with GIs: correct application of EU Regulations by EU TM offices
- Implementation of controls across the EU
- Internet: E-commerce and domain names
- Procedures, timing: modification of product's specifications, review of Spirits Technical Files
- Legislative proposal replacing Regulation (EC) No 110/2008 on spirit drinks
- Bilateral negotiations, Geneva Act of the Lisbon Agreement, protection in key export market

Many thanks for your attention!

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https://www.youtube.com/watch?v=IE ugZL03fbY&feature=youtu.be

