

Action Plan: Which Role for oriGIn in 2020

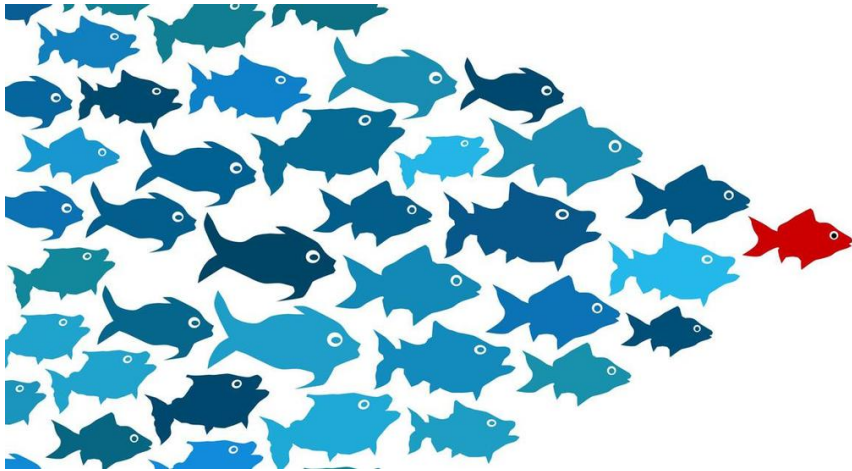
oriGIn General Assembly
Treviso, 17 October 2017



I. Strengthen the impact of our advocacy campaigns

“Leadership cannot be delegated to others.”

- J.H. Zenger and J. Folkman



Reinforce our decentralized structure



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US office

1. Event on GIs & sustainability at the US Senate (November 2017)
2. 2018 Events: GIs and consumers, technical regulations and IPRs
3. Fund-raising opportunity (World Bank)
4. Monitoring of US market
5. Consolidation of US GIs network (AOPA)
6. Support to US GIs seeking recognition in the EU

EU office

1. Creation of “oriGIn EU” under Belgian law
 - Legal recognition
 - Stronger impact & funds
 - At least 3 signatories (Statutes to be registered / oriGIn antenna)
 - Working Group
2. Promote debate & coordination among sectors in view of possible reform of EU GIs systems
3. Events
 - Annual event at the EU Parliament
 - Thematic event: 2017 GIs & enforc. at customs (EUIPO)

Africa office

1. Creation of antenna, registered under the Moroccan law
2. Involvement of oriGIn on cooperation projects
3. Search of new members in Africa
4. Monitoring on national law & working relations with authorities in charge of GIs
5. 2017/2018 events in Morocco (2) + Geneva (1) at WIPO

Asia & Latin America offices

???



II. GIs in Internet

“Some people grin and bear. Others smile and change it.” – Unknown



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III. Global GIs opinion maker

“Powerful combinations produce exponential results.” – J.H. Zenger and J. Folkman



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IV. New areas GIs & Sustainability

“Not to know is bad; not to wish to know is worse.” – African proverb



a. Prioritize

b. Assess

c. Improve

G7GI #BergamoDeclaration



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