Towards a more coordinated international GIs movement: oriGIn national antennas

September 10th, 2020

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I. BACKGROUND

I. Background

- On 10/02/19, Indecopi and oriGIn signed an Agreement to create and install the oriGIn Peru office.

- oriGIn Peru was created with the mission of promoting and positioning Peruvian Geographical Indications (GIs) in the international market.

- The GIs will be constituted as instruments of sustainable development, benefiting producers, and local communities in the respective geographical areas.

II. OBJECTIVES

II. oriGIn Perú Objectives

Generate added value and value chains thanks to the promotion of the use of GIs as development instruments.

Contribute to the development of an international network of producers for the defense and promotion of Peruvian GIs in the world.

Promote the exchange of experiences, best practices, and cooperation among GI producers.

Support the national GI policy at the national and international level through the preparation of technical normative proposals (Ex: The GI Regulation that is being evaluated by the competent authorities for approval).

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III.ACTIVITIES

III. Activities

- Training for producers regarding the management and enhancement of GIs.

- Holding events and/or Seminars, such as:

  - ➢ International Webinar on the relationship between GIs and brands.

  - ➢ Regional/international event on the economic impact of GIs in Latin America.

  - ➢ Seminar on the Management of Regulatory Councils and/or Organization of producers.

- Observatory on the price increase obtained by producers who market a product with GI from those who do not have any of them.

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IV. PROPOSALS

IV. Proposals

- Internships and/or training for GI producers to improve their skills.

- International Webinar on the relationship between GIs and trademarks.

- Promote legislative proposals on the protection and use of GIs in domain names.

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