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## **oriGIn EU: New governance and new targets at a crucial time for the future of Geographical Indications in the EU**

oriGIn EU – the European branch of oriGIn, the global alliance of GIs, held today in a virtual mode its annual General Assembly, with some 30 participants representing more than 250 groups.

At a crucial time for the future of Geographical Indications at the European level, oriGIn EU has decided to give itself a new structure to better reflect countries and Geographical Indications currently members and ensure their voice through national representative organisations. The new governance is also intended to give oriGIn EU the tools for stronger impact in Brussels, where strategic issues related to Geographical Indications are currently discussed, such as the reform of the EU GI regulations, changes to the promotion policy, the revision of the rules on information to consumers as well as international and bilateral negotiations.

“I am very proud of oriGIn EU new governance. First of all, because it paves the way to more ambitious political targets and, as a result, its growth in terms of Geographical Indications groups, also from countries today not represented. On the other hand, the new structure represents a model for other members worldwide that, in close cooperation with oriGIn, intend to establish a regional antenna in other areas of the world.”, **said Riccardo Deserti, President of oriGIn.**

The General Assembly has also elected Charles Deparis, a producer of raw milk for the PDOs “Pont-l'Évêque” and “Camembert de Normandie”, as President of oriGIn EU as well as the members of the Executive Committee: Leo Bertozzi (oriGIn Italia), Sebastien Breton (oriGIn France), Federico Moncunill Gallo (Origen España), Robert Scholz (Bavaria Brewers Association, Germany) and Ana Soeiro (Qualifica/oriGInPortugal).

“Bringing together Geographical Indications at European level means sharing our specificities. European Geographical Indications represent economic value as well as cultural gastronomic heritages. Strengthening our cooperation at the EU level is instrumental to continue defend our principles and make our voice heard by the European institutions”, **concluded Charles Deparis.**

*oriGIn EU is the European branch of the Geographical Indications (GIs) global alliance (<https://www.origin-gi.com>) and represents GIs individual groups as well as GIs national associations before the European institutions. The GIs sector makes a tremendous contribution to the European economy, representing a sales value of more than €75 billion a year and some 15.5% of total EU food and drink exports.*