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## PRESS RELEASE

**In a context of economic uncertainty and raising enforcement costs, the global GI community calls for more robust legislations.**

oriGIn presents today in Guadalajara (Mexico) – at the occasion of the celebrations for the 30<sup>th</sup> anniversary of the ‘Consejo Regulador del Tequila’ (CRT) and the 50<sup>th</sup> anniversary of the appellation ‘Tequila’ – its 2024 ‘GI Trends’ Panel, an annual survey aimed at monitoring the major economic trends affecting, and the sentiment of, Geographical Indications (GIs) worldwide. The 2024 Panel surveyed 28 GI groups representing a combined turnover of 79.01 billion EUR, 58.42 billion EUR of export (74%), half a million direct jobs and some 1.295.544 km<sup>2</sup> of land.

“After the events in Geneva in 2022 and Singapore in 2023, we are honored to host in Guadalajara the presentation of the 2024 oriGIn ‘GI Trends’ survey, in such an important day for the CRT, for our appellation ‘Tequila’ and for Mexico. The oriGIn ‘GI Trends’ survey is perfectly in line with the spirit of our celebrations, which gathered in the land of ‘Tequila’ **the international GI community** to discuss ways to further strengthen **its common identity and values**, reaffirming **GIs as a model for a new and inclusive development paradigm**”, says Miguel Angel Dominguez Morales, President of the CRT.

“On behalf of our global community, I would like to thank the President Miguel Angel Dominguez Morales, the Director General Ramón González Figueroa as well as the CRT staff and members for the opportunity to organize **our annual flagship event in the amazing framework of the ‘Tequila’ celebrations**. Looking at the survey’s results, we are glad to note that the sector demonstrated **resilience** in 2023, with the majority of interviewed GIs maintaining stable or increasing sales and workforce. This confirms their huge socio-economic impact. Likewise, such GIs represent a **model** for the thousands of others recognized around the world to invest in the system and **unleash their full sustainable development potential**. On the other hand, especially **in terms of perception for 2024, a few signs of stalemate emerge**, probably related to the **persisting inflationary pressure** as well as **geopolitical uncertainty** affecting export markets”, says the President of oriGIn Riccardo Deserti.



“From this year ‘trend topic’ questions, it emerged that **costs for protecting and enforcing GIs represent a financial burden for groups**. The survey shows a **need for more robust legislation** to tackle ‘grey zones’ (use of GI as ingredients and curative mechanisms in gTLDs) as well as “subtle” infringements, such as **evocation**. Strengthening **ex officio enforcement** and efficient dispute resolution mechanisms are also key priorities for the sector”, says Massimo Vittori, oriGIn Managing Director.

“In a context of growing infringements, the **financial support of public authorities**, as well as their capacity to **involve groups in the negotiations of, and accession to, bilateral agreements** covering GIs and the **WIPO Geneva Act**, are crucial for associations of small dimensions and limited financial resources. In this respect, **oriGIn** will continue to play its role in facilitating the **dialogue with public authorities** and the **exchange of best practices** within its global network as well as in pursuing **its policy and advocacy agenda**”, concludes the President of oriGIn Riccardo Deserti.

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