



FOR IMMEDIATE RELEASE

Brussels, Geneva, 14 May 2025

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PRESS RELEASE

oriGIn presents today in Brussels – at the occasion of the 50th anniversary of the establishment of diplomatic relations between China and the EU – the results of its 2025 ‘GI Trends’ Panel.

The 2025 Panel surveyed 28 GIs of **different economic sizes and sectors** (agricultural, wines, spirits and crafts), from **17 countries** across **5 continents**. They represent a **combined turnover of some 75 billion EUR, 58 billion EUR of export (77%)**, 587.000 direct jobs and 929.000 km² of land.

“Despite trade and geopolitical uncertainty, our survey shows the GI sector remained resilient in 2024. Most GIs maintained or expanded their workforce, sales, and investments in promotion, reflecting both adaptability and long-term vision. Meanwhile, the GI sector enters 2025 with cautious expectations. With respect to the 2025 trend topic, we have selected the interplay between GIs and tourism. Figures are impressive: the annual average of 32.3 million visitors corresponds roughly to the population of countries like Peru or Poland. Tourism represents a marketing leverage for GIs as consumers increasingly look for ‘experience’ and ‘emotion’”, says the President of oriGIn Riccardo Deserti.

“At the occasion of the 50th anniversary of the establishment of diplomatic relations between China and the EU, **oriGIn reaffirms its support for multilateralism in international relations, and trade in particular**, to ensure GIs continue to thrive on national and international markets, to the benefits of producers, transformers, traders and consumers. To continue to ensure their development potential, GIs need of a free and rules-based international trade system”, concludes Deserti.

Read the full Report [here](#)

Read more about oriGIn ‘GI Trends’ Panel Survey [here](#)

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