


EUIPO Perspective

GI Agenda for 2030: Challenges for the Next 5 Years

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EUROPEAN UNION INTELLECTUAL PROPERTY OFFICE - EUIPO

- **EUIPO** is the **EU agency** offering intellectual property rights (**IPRs**) protection to businesses and innovators across the EU and beyond
- Located in Alicante (ES) since 1994, our core business is registration of **EU trade marks** and **EU designs** – soon **Gis** -- **December 2025**
- EUIPO manages the **EU Observatory on Infringements of IPRs**, fosters international **cooperation**, and supports **EU SMEs**
- Ranked the **most innovative IP office in the world** in 2017, 2018, 2019, 2021 and 2024 by World Trademark Review. 
- **Mr. João Negrão**, Executive Director since October 2023



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- The EUIPO is a **financially autonomous EU** agency
- Budget: :
+ **430 million euros** revenue in **2024**
most of it from IPRs registrations
- **Employees:** +1150 internal staff +40 SNE + 100 trainees
- + **180,000 EU trade marks**
and +**120,000 EU designs** registered **annually** at the EUIPO, in a market of over **500 million consumers**.



International Protection

- New CIGI legislation & virtual communities – A predictable system that delivers
- Guidelines for CIGIs – Have your say: EUIPO's culture of user dialogue
- Protection of existing names & new applications – Ensuring a graceful transition
- Cooperation with DG AGRI on agricultural GIs – Consolidating GI experience
- Implementation of the Geneva Act (GVA) in the EU - Ensuring a smooth rollout



Support to Producer Groups

- Ensuring Institutional Representation of Right-holders groups
- Education & training initiatives
- Enforcement training programmes
- EU-funded activities – results & future plans
- AI tools for enforcement and protection



Sustainability and GIs



- Explore “Green IP Alliance”
- Develop methodology to measure GI contribution
- More evidence on economic & social impact
- GIs as drivers of biodiversity & cultural heritage
- Involving young entrepreneurs

Cooperation among institutions

- Strengthen GI alliances – beyond FTAs
- Coordination of donor/aid initiatives
- Role of producer organisations (e.g., oriGIn) – 2026 Alicante Event
- International recognition & stronger enforcement
- Partnerships with IPOs & global stakeholders





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