



FOR IMMEDIATE RELEASE  
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**Press release**

**oriGIn EU priorities to ensure GIs continue to be a success story**

[oriGIn EU](#) – the European branch of oriGIn, the global alliance of Geographical Indications (GIs), held its annual General Assembly on 23 April 2026, at the Permanent Representation of Portugal in Brussels, with participants representing some 250 EU producers' groups.

The past year has been a challenging one for GIs in the EU and worldwide, with trade disruptions affecting exports and continued attempts from the United States to undermine the GI system international basis.

There have also been positive news and achievements, among others. The European Commissioner Christophe Hansen confirmed the launch of a European Action Plan aimed at consolidating GIs across all EU territories. The EU 2026 budget dedicated to GI promotion has been increased. With respect to oriGIn EU, the year was also marked by the successful co-organisation (together with EFOR and AREPO) of a two-day conference in Brussels on the future of Geographical Indications, which was attended by Commissioner Hansen and brought together key European stakeholders (see the report [here](#)).

Looking ahead, oriGIn EU members agreed on a set of priorities for 2026:

- Collaborate with the European Commission on the development of the EU Geographical Indications (GI) Action Plan.
- Strengthen the protection of GIs both within the internal market and internationally. In the EU, it must be ensured that no parallel system such as on system of regional marks is developed. Internationally, it is essential to collaborate with the EU, international institutions and the oriGIn ecosystem to maintain GIs at the core of a multilateral, rules-based and transparent system.
- Ensure that GIs are recognised as priority products in the future revision of the EU public procurement regulation.
- Promote GIs through awareness-raising initiatives and secure a continued, robust EU budget dedicated to GI promotion.
- Ensure that GIs are integrated into the EU strategy on sustainable tourism and that their contribution is recognised.

In addition to these strategic discussions, the General Assembly renewed the mandate of President Charles Deparis and of Executive Committee members Flavio Innocenzi, Sébastien Breton and Federico Moncunill.

*« In those uncertain times, this day of discussions reinforced oriGIn EU's conviction that it is essential the EU continues to consider the GI sector a priority of the European design – to encourage the development of GIs across all EU territories. At the same time, the EU must continue to ensure the full protection and enforcement of EU GIs internationally. oriGIn EU stands ready to support EU GIs in their development and to defend their interests before EU institutions. »* — Charles Deparis, President, oriGIn EU.