



FOR IMMEDIATE RELEASE

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CONTACT: Ms. Ida Puzone

ida@origin-gi.com

PRESS RELEASE:

oriGIn welcomes the signature of the EU-Mexico Modernised Global Agreement

The Global Alliance of Geographical Indications welcomes **the EU-Mexico Modernised Global Agreement (MGA), formally signed today at the EU-Mexico summit in Mexico City, a landmark step forward for GI protection on both sides of the Atlantic.**

In the context of a free trade agreement, which will lower tariffs and other barriers to trade, over 330 European GIs will receive enhanced protection in Mexico. This will add to the 232 EU spirit GIs already protected since 1997. On the other hand, 20 GIs from Mexico will be granted full protection within the European market (six Mexican spirit GIs have been enjoying EU protection since 1997).

“The MGA signature demonstrates that, in spite of the ongoing efforts to undermine the multilateral system, **the transparency of the rule of law maintains its legitimacy in international trade relations.** In a world marked by growing uncertainty, today’s signature, which follows the recent conclusion of FTA negotiations between Australia and the EU and the provisional entry into force of the bilateral agreement between the EU and MERCOSUR, delivers a powerful message: **Geographical Indications remain anchored to cooperation and the rule of law**”, said Riccardo Deserti, President of oriGIn.

“We are pleased that the MGA acknowledges the unique qualities and authenticity of both EU and Mexican GIs. Latin America is a vibrant area, with national authorities increasingly interested in fully tapping into the GI development potential. In this spirit, we are thrilled to announce that **the official inauguration of oriGIn Latin America Office will be held next week, 27 May, in Guadalajara (Mexico)**, in the framework of the Annual Meeting of Directors of Intellectual Property Offices of Latin America, co-organized by the World Intellectual Property Organization (WIPO) and the Mexican Institute of Industrial Property (IMPI)”, concluded Deserti.