

FOR IMMEDIATE RELEASE

Morelia, 08 October 2025

Contact: Ms. Ida Puzone

ida@origin-gi.com

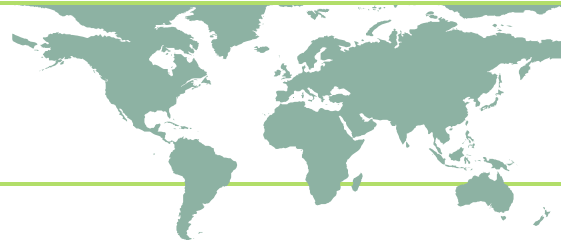
PRESS RELEASE

The global GI community convened in Morelia, Mexico, for a landmark 2025 oriGIn Biennial Meeting, marking the official launch of oriGIn America Latina.

On October 8, the global GI community gathered in **Morelia, Michoacán, Mexico**, for an historic **2025 oriGIn Biennial Meeting**. The event is hosted by **Casa de Artesanías de Michoacán de Ocampo**, with support of the **State of Michoacán**. Over **650 representatives** from GI groups, public authorities, international organizations, diplomats, law firms, private companies, and academia **across 35 countries** convened in Morelia – a UNESCO World Heritage site – for a **unique three-day event where tradition meets innovation**.

“We are delighted to host the oriGIn 2025 Biennial Meeting in Morelia, a city rich in tradition and cultural heritage. This event presents a unique opportunity to showcase **Michoacán’s craftsmanship** as well as the **quality of our agriculture**. Likewise, we are proud to contribute to the establishment of **oriGIn Latin America (LatAm)**, with the objective of fostering collaboration in region and throughout oriGIn global network,” said **Cástor Estrada, Director of Casa de Artesanías de Michoacán de Ocampo**.

At today’s Statutory General Assembly, **Riccardo Deserti, Director General of Consorzio del Parmigiano Reggiano, was re-elected as President of oriGIn**. “I am honored by the trust that oriGIn’s members have placed in me once again,” he said. “I am especially proud of the ambitious strategic plan we’ve approved for the next biennium: the launch of **oriGIn LatAm** to strengthen our presence in a region that is key for GIs, **the reform of our Statutes** to enhance the cohesion of our global network, and **the consolidation of our Secretariat in Geneva**. I am also pleased that, in recognition of our status as a global GI alliance, **all major GI sectors** – wines, spirits, agricultural products, and crafts – will be represented **on the oriGIn Board for the 2026-2027 biennium**. The challenges facing GIs on the global stage are significant: from the erosion of the multilateral, rules-based, free, fair, and transparent global trading system to the rise of new, subtle forms of GI infringement and the impact of revolutionary technologies on promotional initiatives and consumer perceptions. I am confident that in Morelia, we have laid solid foundations for oriGIn to effectively respond to these challenges as well as to seize emerging GI opportunities in the field of sustainable development and tourism,” concluded Deserti.



As part of the 2025 Biennial Meeting, the **GI Expo** featured more than 70 stands showcasing local and international products. The **official opening** was marked by the **symbolic cutting of a wheel of *Parmigiano Reggiano* (Italy) and *Queso Cotija* (Mexico)**. The 9 October **gala dinner** commemorated two landmark anniversaries – **the 50th anniversary of diplomatic relations between Mexico and Ireland and the centenary of protection of the French PDO Roquefort** – with a tasting of Irish whiskey and Roquefort cheese. oriGIn 2025 Biennial Meeting concluded on 10 October with field visits and **the first edition of the oriGIn GI Awards**, celebrating GI stakeholders that have made outstanding contributions and achieved landmark results. Such initiatives within the Biennial Meeting, celebrating partnership and shared values and highlighting the long-term value of GIs driving sustainable growth and cultural connection, confirm the uniqueness of oriGIn gatherings.