



Organization for an International
Geographical Indications Network

PRESS RELEASE

THE GLOBAL ALLIANCE OF GEOGRAPHICAL INDICATIONS MEETS IN TREVISO TO INFLUENCE THE INTERNATIONAL DEBATE ON ONLINE PROTECTION AND SUSTAINABILITY

Treviso (Italy), 17 October 2017. The representatives of 500 groups and other institutions, which from part of oriGIn – the global alliance of Geographical Indications – meet today in Treviso, at Ca' de Carraresi, at the invitation of Consorzio Prosecco. The objective is to take stock of the activities undertaken in the last two years as well as to identify the priorities for the coming years. "As a matter of fact, the challenges faced by our sector are significant, from the more traditional issues of counterfeiting, to new areas, such as the protection on the Internet and sustainability. The credibility which we have acquired over the years will allow us to play a role as a global opinion maker on these issues", explains **Claude Vermot-Desroches, President of the Comité Interprofessionnel du Comté and new President of oriGIn.**

The three days of debate will continue tomorrow, October 18, with the conference "Towards a 2020 Geographical Indications International Agenda". Following the "Bergamo Declaration", explains **Massimo Vittori, Director of oriGIn**, adopted on October 11 by a large number of groups from various countries and submitted to the Ministers of Agriculture of the G7, the conference will be the occasion to discuss in depth some strategic issues for the sector: legal security, and thus the full protection of the Geographical Indications, and commercial opportunities on the Internet, conservation of resources and sustainability, the potential evolution of the EU Regulations on Geographical Indications, with the participation of representatives of the European Parliament, the European Commission, and the European Union Intellectual Property Office".

The three days will end on Thursday 19 October with the visit of the Prosecco production area. "We are very proud to host in Treviso such an international event, affirms the **President of the Consorzio Prosecco Stefano Zanette.** Geographical Indications are indeed an amazing instrument to add value to geographical areas. Likewise, we are pleased to note that oriGIn will focus its efforts on sustainability as well, to encourage the sector to adopt a proactive approach, and avoid that standards on this are imposed by other economic actors.

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