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**We are Geographical Indications (GIs), we are Intellectual Property (IP) and more...  
*oriGIn and its members celebrate the 2018 World Intellectual Property Day***

oriGIn – the global alliance of Geographical Indications (GIs) – is glad to join in the celebration of the 2018 World Intellectual Property Day. Offering a powerful differentiation tool for products deeply rooted in a geographical area, with its natural features, tradition and culture, GIs create value for millions of producers, transformers and distributors around the world. It does serve as well the interests of consumers in search unique qualities as well as an authentic story behind the products they wish to buy.

“As holders and beneficiaries of internationally recognized Intellectual Property Rights that matters economically and culturally, the GIs groups that form part of oriGIn global network are thrilled to celebrate today the World Intellectual Property Day, dedicated this year to women and their role in Intellectual Property. Women in fact play a crucial role in preserving the tradition, as well as in matching it with elements of innovation and creativity, necessary for GIs to thrive. The examples, just to name a few, of Darjeeling tea, Argane and café de Colombia, clearly show this”, says **Mr. Massimo Vittori, Managing Director of oriGIn.**

“The Colombian Coffee Growers Federation (FNC) represents more than 540.000 producers, which are at the very core of the coffee industry. It is estimated that over 29% of them are women. They play a tremendous role, recognised by coffee-growing men, in the production of speciality coffee. In the recognition of the FNC role in encouraging gender equality and human development, in 2015 Colombia was selected as the venue of the IV Convention of the International Women’s Coffee Alliance (IWCA)”, says **Ms. Ligia Helena Borrero Restrepo, Director of the FNC Legal Division.**

“We are proud to celebrate the Intellectual Property Day and wish congratulate all the incredible women around the world, whom contribute every day to the success of the unique products identified by GIs. Meanwhile, we would like to take this opportunity to insist on the urgent need for countries, as well as regional and international organisations, to ensure an effective protection and enforcement of the Intellectual Property Rights deriving from GIs. While major progress has been



achieved over the last 20 years, further efforts are needed today, as the proliferation of infringements, including on the Internet, threatens the very existence of the GIs model. GIs holders and beneficiaries – the large majority small and medium enterprises – expect a fair return from their efforts and need to safeguard their investments”, concludes the **President of oriGIn Mr. Claude Vermot-Desroches**.