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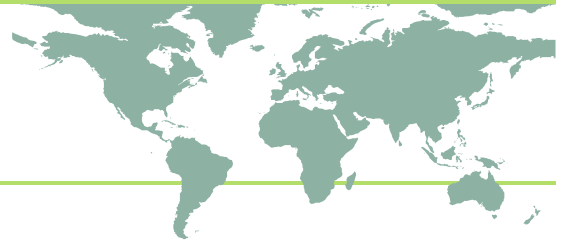
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Sustainability and cooperation among groups at the top of the agenda of the Geographical Indications global alliance

Two hundred delegates from 30 countries gathered today in Tbilisi for oriGIn 2019 Biannual Meeting. “We are glad to see once again the participation and enthusiasm of our members, whom did not miss the opportunity to review the work carried out over the last biennium and plan oriGIn future activities. This confirms that oriGIn is a crucial actor of the Geographical Indications global debate. On behalf of our members, I would like to thank our partners – the National Intellectual Property Centre of Georgia (SAKPATENTI) and oriGIn Georgia – which did a tremendous job to organize this 3-day gathering. Likewise, I would like to thank the Food and Agriculture Organization of the United Nations (FAO), for its support and cooperation to address specific issues during our meeting, such as strengthening cooperation among groups and sustainability”, says **Claude Vermot-Desroches, who has been confirmed as oriGIn President for the next biennium.**

“It is a great pleasure and an honor for us to host oriGIn 2019 Biannual Meeting and welcome in Tbilisi the international Geographical Indications community. SAKPATENTI has been the first IP Office in the region to engage with oriGIn and liaise with local producers to establish a national antenna. With the global alliance support, our objective in the next two years is to strengthen oriGIn Georgia – helping local groups to address urgent needs – as well as to promote similar initiatives in other countries in the region”, says **Genadi Lebanidze, SAKPATENTI Chairman.**

“We are thrilled to have an opportunity to discuss crucial issues for the Geographical Indications sector – such as joining forces to monitor foreign markets, setting-up control systems, evocation and the Geneva Act of the Lisbon Agreement – during the next three days with such an amazing audience. This will allow our members and partners to expand



their network as well as exchange best practices and insights. Meanwhile, our 2019 Biannual Meeting will be an opportunity to consolidate our advocacy campaigns beyond protection issues, in areas such as the sector’s response to sustainability challenges, that will be crucial for the future of Geographical Indications and our communities worldwide. We are confident that addressing such topic will help our members better prepare for what could be a “sustainability paradigm change”, contributing to take oriGIn to new heights”, **concludes Massimo Vittori, Managing Director of oriGIn.**