

**CHECK AGAINST DELIVERY**

Geneva, 10 July 2024

## **Sixty-Fifth Series of Meetings, Assemblies of the Member States of WIPO**

### **oriGIn General Statement**

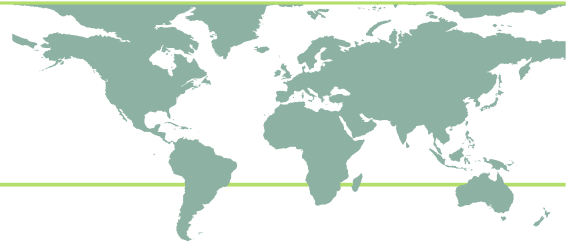
Ministries,

Excellencies,

On behalf of oriGIn – the global alliance of Geographical Indications – I would like to welcome the very high number of Member States delegations mentioning Geographical Indications in their opening speech as strategic priority for the inclusive development of local producers and communities. The figures on Geographical Indications registrations in national jurisdictions around the world confirms the interest for, and potential of, this Intellectual Property right at the global level.

I would like to mention before the Assemblies of the Member States of WIPO the evidence that both the practice and the economic literature have established with respect to the contribution that Geographical Indications can give in pursuing one of the crucial objectives of our times: Sustainability. The evolution of “societal” values, consumers’ perceptions and trade regulations are pushing all economic sectors – including agricultural and food value chains – to rethink their business models. One of the main challenges of today’s economies is to continue to generate value – providing for the needs of a growing world population – pursuing at the same time social and environmental objectives. This represents a shift in paradigm.

In this respect, earlier this year, in cooperation with the Food and Agriculture Organization (FAO) of the United Nations, oriGIn has published practical guidelines to help producers to develop a roadmap towards increased sustainability in GI systems, through a bottom-up participatory approach involving local stakeholders.



In light of the above, I would like to reiterate the support of the global GI community to the Lisbon System. The Geneva Act, in particular, represents a modern and flexible international instrument for the protection of Geographical Indications and Appellations of Origin in foreign jurisdictions, to the benefits of small producers and small and medium-sized enterprises. Its ratification by WIPO Member States will contribute to allow GIs to unleash their full sustainability potential.

Thank you very much for your attention.

Massimo Vittori, oriGIn Managing Director