



origo.

**Geographical Indications'
Global Forum**

11-12-13 APRIL 2017
PARMA · ITALY



Report of the Initiative





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<https://www.youtube.com/watch?v=8j65EzHjqXI>



What is Origo?

A European and international event for the promotion of quality agro-food products worldwide.

The Italian Government and the Emilia Romagna Region intended to promote, in partnership with the European Commission, Parma Industrialists' Association and the Parma Exhibition Centre, the **first event dedicated to the global challenges and opportunities involved in the system of geographical indications (GIs) of the European Union.**

The event was created from the need to raise a new and stronger awareness of the strategic value of our quality products both within the European context and in the international markets.



What is Origo?

We face many global challenges that need to be addressed properly by all producers and EU experts in order to combine efforts and create new ways to promote cultural and economic relations.

Multi-Stakeholder vision, territorial identity, future of the CAP post 2020, global communication, local and global B2B market, international protection of GIs, sustainable agro-food system.



“I have no hesitation to recommend to you to attend. I think that it is a unique chance for the operators working with recognized high quality products, from diverse regions and localities, to meet, make links, share experiences and increase visibility with a view to improve their marketing and trade performance.”

PHIL HOGAN



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2017 Results, in figures

- 410 members subscribed to the event
- 300 representatives from PDOs and PGIs
- 120 consortia attending
- 21 countries (EU and rest of the world)
- EU, national, and regional institutions attending



2017 Results, in figures

Website

26,926 sessions
17,412 users (35% returning visitors)
30,677 page views
21 countries attending (EU-World)

origoglobalforum.com

Social Media



1.230 fans
2,294,277 total views per page

[Facebook Page](#)



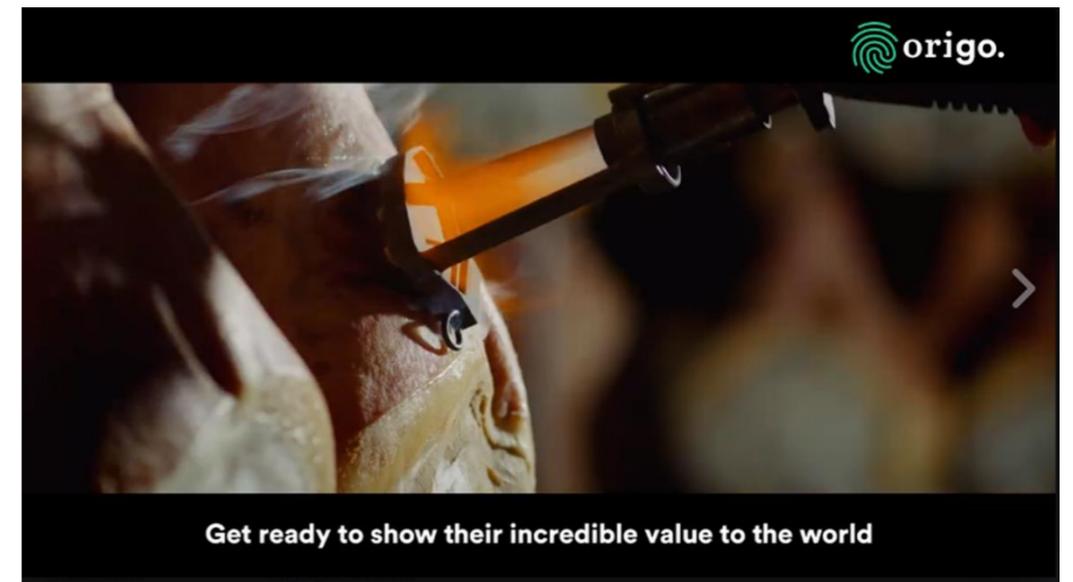
175 followers
1.300 likes
60 comments

[Instagram Profile](#)

Video

163,837 views
45 shares
296 reactions

[Video](#)



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Emerging Issues

- Despite the short lapse of time for preparation, the Forum was a big success in terms of participants and results.
- Clearly the topics and the model of the Forum respond to the needs of the GI world.
- Participants from EU and especially from non-EU countries (included USA and CHINA) showed that a “global” forum is the right answer to stakeholders’ needs.



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Emerging Issues

Among the issues addressed, it is interesting to share the following:

- It is important to develop and use appropriate, objective, transparent and non distorting rules to identify GIs to be selected for inclusion in positive lists of Protected GIs in bilateral trade agreements (e.g. CETA).
- There is a strong need to assess when local GI systems are sustainable and how policies may support GIs in order to promote sustainable development, both in the developed and developing countries.



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Emerging Issues

- The promotion of higher education on this issue for professionals coming from non-EU countries can play an important and effective role in promoting the GI approach at a global level.
- There is still a lot to do in order to reach an effective and efficient protection even inside the EU market for GIs (e.g. Ex-officio needs also a strong professional preparation of personnel).
- Good practices still need to be spread more extensively (within and without the EU).
- There is a need for institutional communication campaigns around GIs.

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Strategic GOALS

- Build and launch the first European and international forum dedicated to the PDO 2018.
- Involve all institutional stakeholders, networks, businesses, consortia.
- Attracting experiences, projects, research and innovation to address global challenges.



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Selected Main Topics

- Which policies for GIs in the EU? How can we make the protection system more efficient?
- GIs, food quality and food policies.
- GIs, jobs and resilience: how to measure and support the role of GIs in promoting employment and economic development.
- GIs and sustainability, in the EU and in developing countries.
- GIs around the world: how to move towards a unique and shared GI protection system.

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Project Development

(September - December 2017)

- Governance, financial support, stakeholder engagement
- Setting up a forum advisor with leading European and international actors
- Meetings to involve the actors of the PDO system
 1. Brussels
 2. France
 3. Spain
- Next edition to be defined (September 2017)



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