

PRESS RELEASE

Producers' Vision for the Future of GIs:

AREPO, EFOW and oriGIn EU publish their GI conference report

Brussels – 15 October 2025

AREPO, EFOW and oriGIn EU have published their report on the outcomes of the [*Geographical Indications Conference: a producers' vision for the EU Action Plan on GIs & the launch of the GI SMART community platform*](#), held in Brussels on 25-26 June 2025.

The report presents the key debates and priorities voiced by over 200 GI stakeholders. To unlock the full potential of GIs across the 27 Member States, they insisted on the need for an improved legal protection and enforcement framework, more access and support for GI producers, and better GI visibility towards consumers. AREPO, EFOW and oriGIn EU called for these elements to be part of the European Action Plan for GIs announced by Agriculture Commissioner Hansen.

The report also gives an overview of the Horizon Europe project GI SMART and the official launch of its Community Platform - a new European-wide hub designed to connect GI stakeholders and ensure their voices are reflected in policy and research.

Whether you want to relive the highlights or catch up on what you missed, the report brings the two-day insightful conference back to life. The report is available [here](#).

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About GI SMART

GI SMART is a 4-year research project that will provide evidence-based recommendations to strengthen the contribution of geographical indications (GIs) to sustainable territorial development and the objectives of the EU Farm to Fork strategy. To achieve this, GI SMART will develop tools and methodologies to foster the implementation of sustainability strategies by GIs producers, ensure their recognition by consumers, and formulate policy recommendations for a better design of GI policies.

About our organisations

AREPO - the Association of European Regions for Products of Origin, is a network of regions and producer associations that deals with products of origin and EU quality schemes. It represents 35 European regions and over 800 associations of producers for over 60% of European GIs.

EFOW - the European Federation of Origin Wines, is the Brussels-based organisation representing PDO and PGI wines towards European institutions. As the voice of origin wines, our mission is to protect and promote the GI concept in all policy areas.

oriGIn EU is the European branch of oriGIn (Organisation for a network of Geographical Indications). Its mission is to advocate for the protection and promotion of products whose quality and reputation are linked to their geographical origin, a concept known as a geographical indication and/or designation of origin. OriGIn EU represents individual European GIs groups as well as national GIs organisations.