

A light green world map is centered in the background. The word 'oriGIn' is overlaid on the map, with the 'G' highlighted in a green square. A dark blue vertical bar is on the left side of the slide.

oriGIn

**Redesigning EU Quality Scheme:
The point of view of GI producers - oriGIn**

*Seminar
Permanent Representation of the Czech Republic
to the EU*

David Thual,
European Affairs Adviser, oriGIn

The importance of the GI sector

- Over 900 PDO and PGIs registered at the EU level (does not include wines and spirits GIs)
- Annual turnover (wines and spirits excluded) according to a recent study published by the European Commission:
 - 14,2 billion € at producers' level
 - Over 21 billion € at retailers' level
- Between 3000 and 5000 GI wines and spirits produced in the EU

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The need to reform the EU quality policy

- Ongoing reform process: a good opportunity for producers to obtain the creation of a more positive and coherent EU legal framework for GIs
- GI Producers are calling for the creation of tools that will allow them to:
 - Better manage their sustainable development
 - Better protect their intellectual property rights

GI Producers' position on the Commission's options

- Oppose the creation of a new quality logo
- Do not support the merge of the PDO and PGI concepts
- Could support the establishment of a single legal framework for all EU GIs (wines, spirits and other agricultural products) **if** specificities are maintained
- Welcome the Commission's proposal to clarify the use of GIs in the sales denomination of processed products when used as ingredients

GI Producers' specific demands

- **Role of the organisation in charge of the GI** should be clearly recognized to allow it to play a more active role in protecting the use of the GI beyond the production process
- **The management of the production** needed to allow GIs to continue to develop in a harmonious way and to prevent crisis
- A **centralized approach** for the management of the EU system is required but important to simplify the registration system to speed up the process

The importance of the international dimension

GI producers call on the Commission to:

- Increase its efforts to promote a sui generis GI system (technical assistance to third countries)
- Secure positive results on GIs at the WTO (extension and multilateral register open to all products) and through bilateral negotiations
- Obtain that GIs are fully included in the scope of ACTA
- Work more closely with GI producers on these issues

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For more information, please contact:

secretariat@origin-gi.com

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