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**PRESS RELEASE****Guadalajara****29 September 2011*****Over 200 GI stakeholders from all around the world gathered in Mexico to discuss the future of GIs in the global context***

200 representatives of GI producers from some 35 countries gathered in Guadalajara (Mexico), on 29 September for the 5<sup>th</sup> General Assembly of oriGIn and adopted a comprehensive strategy to promote Geographical Indications (GIs) protection at the global level for the biennium 2012-2013. This strategy is contained in the Declaration of Guadalajara.

The President of oriGIn, Mr. Ramón Gonzalez Figueroa – who was re-elected for a second term – announced that oriGIn intends to lead a project to finalize a compilation of all GIs currently protected in the world. *“Such a compilation will represent an invaluable source of information for producers, consumers, academic researchers, trademark offices and public authorities in charge of GIs around the world”*, said Mr. Gonzalez. *“We welcome contributions from international civil society and all interested parties which might wish to join forces and work with us to finalize this important endeavour”*, added Mr. Gonzalez. Other areas where oriGIn will focus its attention in the next few years include the protection of GIs in the cyberspace, technical assistance projects to GI producers in Africa and the proliferation of voluntary standards in international trade.

Following the General Assembly, oriGIn organized an International Conference on the latest trends for the GI sector at the global level. *“To be in line with our pragmatic approach, at the International Conference, we will discuss practical issues of common interest for our members, such the successful management of national GI associations and the recent developments for the origin products’ business in North America”*, said Mr. Massimo Vittori, Managing Director of oriGIn. *“As we like to explore innovative approaches to the GI world, we will host a “GIs for consumers event” within the Conference to raise public awareness on the importance of ensuring and preserving origin products, as well as to provide Mexican consumers with key information about the history and quality of famous GIs”*, concluded Mr. Vittori.