

# oriGIn

## The global alliance of GIs



## oriGIn

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The Organization for an International Geographical Indications Network - **oriGIn** - is a non-for-profit Non-Governmental Organization (NGO) based in Geneva. Established in 2003, oriGIn is today a truly global alliance of Geographical Indications (GIs) from a large variety of sectors, representing some 500 associations of producers and other GI-related institutions from 40 countries.

### **oriGIn's goals are to:**

- Campaign for the effective legal protection and enforcement of GIs at the national, regional and international level, through campaigns aimed at decision-makers, the media and the public at large;
- Promote GIs as a sustainable development tool for producers and communities.



## Geographical Indications

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According to article 22.1 of TRIPS, GIs are “[...] **indications which identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin**”.

The GI definition provided by the TRIPS is quite broad, allowing names identifying agricultural and foodstuff products, handicrafts as well as wines and spirits to qualify for protection. The fundamental condition is that the quality, the reputation or other characteristics of the product at issue are linked to its geographical origin, by virtue of climate, know-how or another kind of knowledge deeply rooted in that area. “Colombian coffee” for instance is a GI as the name of the country refers to the origin and quality of the product. The mountains where coffee trees grow, the selection of the coffee variety and the harvest and transformation process are the elements conferring the products its unique characteristics.

## oriGIn values

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- GIs are a global phenomenon (with some 8.000 GIs recognized in the world.  
Ex: some 2.000 in China and some 1.000 in the Americas, including the US)
- GIs are intellectual property rights recognized in the most important international agreements
- GIs are crucial for producers and consumers
- GIs play a key role for inclusive economic development



## Some examples of GI Benefits

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- Premium price: Blue Mountain Coffee sold at 43.44 \$ per pound, against 3.17 \$ for non-differentiated coffee (Teuber R, FAO)
- Kampot pepper (Cambodia): from 10 \$ to 28 \$ per kg between 2009 and 2017 (KPPA, UNDP)
- Job creation: half a million coffee producers in Colombia / direct jobs (FNC)
- Tourism: “Routa del Tequila”, UNESCO World Heritage

## oriGIn Africa

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### Potential

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- African countries have a huge GI potential but it is not exploited yet (165 GIs are protected, 88 are ZA wines)
- GI is a tool for sustainable development and preserving traditions
- Several projects are going to be launch on the African continent

### Objectives

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- To follow the GI development in Africa and to promote the sustainable agribusiness
- To strengthen the network and the experience sharing
- To promote the GI system to the producers, to the consumers, to the policy makers
- To analyze the perspectives of cooperation in Africa
- To get a better knowledge and understanding on GI sector in Africa

More information on [www.origin-gi.com](http://www.origin-gi.com)

Watch our video *oriGIn Unique & United*

<https://www.youtube.com/watch?v=IEugZL03fbY&feature=youtu.be>

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