

Geneva, 09 July 2025

Assemblies of the Member States of WIPO: Sixty-Sixth Series of Meetings

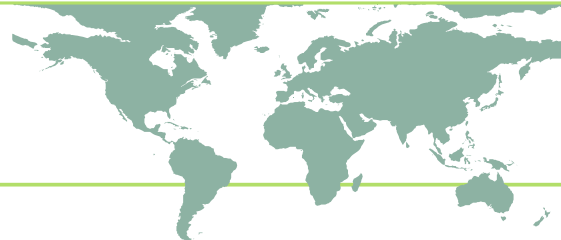
oriGIn General Statement

oriGIn – the global alliance of Geographical Indications – welcomes the high number of Member States delegations mentioning Geographical Indications in their opening speech as a strategic priority for the inclusive development of their regions and communities. This confirms the growing interest across the globe for protecting, and adding value to, the cultural heritage of countries.

With respect to the potential of Geographical Indications in terms of sustainable development – in its economic, social and environmental components – both the practice and economic literature show that GIs are a tremendous tool for primary producers, often penalized in negotiation dynamics with retailers, to obtain fair remuneration for their products. Likewise, as GIs cannot be delocalized, they help keep jobs in disadvantaged areas and contribute to the preservation of local traditions and cultural identities.

In light of the above, I would like to reiterate the support of the global GI community to the Lisbon System, also mentioned by several delegations in their opening speech. The Geneva Act, which celebrates this year its 10th anniversary and keeps attracting new Contracting Parties, is a modern and flexible international instrument for the protection of Geographical Indications and Appellations of Origin in foreign jurisdictions, to the benefits of producers and small and medium-sized enterprises.

Finally, with respect to the domain name environment, GIs are increasingly targeted by “cybersquatting” practices seeking to exploit their reputation for misleading or fraudulent purposes on the Internet. We advocate for the inclusion of GIs as legitimate rights under the UDRP and are confident that the Initial Report of the WIPO-ICA UDRP Review Project Team will take into account these considerations.



Thank you very much for your attention.

Massimo Vittori, oriGIn Managing Director