11/09/2026 Events

The city of Alicante, Spain, hosted on 05-06 November 2026 the International Conference on Strengthening Geographical Indication Cooperation Projects entitled *“Origins Connect People. Cooperation Builds the Future”*. The event was organized by the European Union Intellectual Property Office (EUIPO), in partnership with the International Geographical Indications Network (oriGIn) and the Spanish Association of Designations of Origin (ORIGEN España).

In his opening speech at the Conference, Mr **João Negrão** (Executive Director, EUIPO) said: “For decades, the EU system of geographical indications (GIs) has proven its worth, bringing real benefits to producers and communities across the Union. With the launch of the EU system of protection of geographical indications for craft and industrial products (CIGI) last December, the same opportunities are now available to craftsmen and producers. The new system for geographical indications for craft and industrial products (CIGI) is already showing what this future could look like. Producers across the Union have quickly seized this opportunity: 102 applications have been filed and 74 appellations are already registered.”

The meeting provided a high-level dialogue platform for representatives of intellectual property offices, international organizations (WIPO, FAO, European Commission) and producer associations from around the world, with the aim of assessing two decades of international cooperation and charting the course for the next generation of projects in the field.

The agenda of the two-day work included thematic sessions dedicated to the economic and social impact of geographical indications, their role in adapting to climate change and supporting rural communities, as well as the opportunities offered to producers in the agricultural, wine and spirits sectors. Particular attention was paid to the new protection framework for craft and industrial geographical indications (CIGI), control mechanisms, financial support instruments (such as the SME Fund)

During the strategic discussions on future priorities, key aspects for the development of a sustainable geographical indications system were highlighted:

- **Strengthening producer associations and financial sustainability:** the need for producer groups to have solid structures, capable of efficiently managing access to domestic and international markets;
- **Rigorous control systems:** maintaining consumer confidence through rigorous controls ensured at state and association level, guaranteeing the quality and authenticity of products for which consumers are willing to pay a fair price;
- **Promotion and awareness:** carrying out information campaigns to educate the general public, involve traders and increase the visibility of authentic products;
- **Institutional cooperation and technical assistance:** ensuring specialized consultancy throughout the product life cycle and strengthening cooperation with international partners, including by intensifying involvement in actions carried out at international level and exchanging best practices with other intellectual property offices.

Participation in this international forum reconfirms the commitment of the Republic of Moldova to promote and develop the national system of geographical indications and appellations of origin, to support local producers in exploiting the potential of traditional and craft products and to adopt the best European and international practices in the field of intellectual property protection.

The delegation of the Republic of Moldova included Simion LEVIȚCHI, Head of the Trademarks and Industrial Design Directorate; Svetlana Sahan, principal specialist, National Trademarks Section, AGEPI, Cornelia CAZACU, principal specialist, National Vine and Wine Office.

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