



**REPÚBLICA
PORTUGUESA**

GABINETE DA SECRETÁRIA DE ESTADO
DA JUSTIÇA

**Intervenção da Secretária de Estado da Justiça, Anabela Pedroso, na
sessão plenária da 58.ª Assembleia dos Estados Membros da
Organização Mundial da Propriedade Intelectual
(60.º Aniversário do Acordo de Lisboa, tratado internacional relativo ao
registo das Denominações de Origem)**

Genebra, 26 de setembro de 2018

On behalf of the Portuguese Government, the Portuguese Permanent Mission in Geneva (Ambassador Pedro Nuno Bártolo) and the IP office (Leonor Trindade), my first words are to thank the presence of our host, the WIPO General Director, Mr. Gurry. It is an honor for us to be here in this Organization and celebrate with you one more decade of the Lisbon Agreement, like we had the pleasure to celebrate ten years ago in our capital. I express our full availability to continue cooperating actively with WIPO in the future.

A special thanks for our speakers, Mr. Ribeiro de Almeida, from the Oporto Wine Institute, and Mrs. Natalia Fauvrelle, from the Douro Museum, for accepting our invitation and being here to share with us your expertise and wonderful work in this important field. I sincerely find in this excellent panel the most relevant encouragement to discuss these matters.

I also thank you all for having joined us. Your participation is a real testimony of the importance so many countries attach to this issue.

Making beforehand a promise that I won't be very long in this introductory remarks, let me just begin by stating what we all already know in this room - «Geographical Indications» really matter”!

They are truly a global issue and a major intellectual asset at the service of producers, companies and countries, leading to economic growth and sustainable development.

Portugal, facing the great challenge of competitiveness and export growth, is firmly committed in promoting the use of the IP tools to protect value-added and traditional goods which are crucial to facilitate the access of our companies to the global markets. And «Appellations of Origin» and «Geographical Indications» absolutely constitute a key instrument for the purpose of differentiation in the global markets, being a major IP asset for business and playing an increasingly role in the world trade.

They are appealing to the consumer, they are reliable and they are a powerful marketing tool at our service. That's why we should preserve them and make sure they are being well protected around the world.

The growing importance of «Appellations of Origin» and «Geographical Indications», not only as an economic tool, but also as social and cultural boosters, demands strong legal instruments able to ensure that they deserve a suitable international protection against misappropriation and unfair competition.

The Lisbon Agreement celebrates this year its 60.th Anniversary and Portugal, has a founder country, has greatly experienced the benefits of being a member of this treaty, helping us to improve the reputation of our Geographical Indications and promote a sustainable development of our regions.

60 years are unquestionably a proof of longevity and maturity. But also a milestone that demands continuous exigency and intensive work in attracting the interest of new members and widening its membership. In this regard, we see with great expectations the ongoing discussions within the European Union regarding this subject.

We trust that all efforts are being made by all interest parties, so that, following the huge progresses made in 2015 in terms of modernizing the legal framework with the adoption of the Geneva Act, we will move towards a more global agreement in the near future. Only then it will truly meet the expectations of producers around the world, giving them the potentiality to

maximize all the benefits arising from the global reputation, quality and prestige of many of their products.

Among these products, the Porto wine!

The photo exhibition that we are now opening is dedicated to the «Alto Douro Wine Region», which has been producing wine for some two thousand years and was classified as a World Heritage by UNESCO in two thousand and one. A beautiful rich region, with unique products, that was one of the first demarcated and regulated regions in the world and that, undoubtedly, has proven the value of being linked to the Lisbon Agreement since 1983. In 1756, following the Marquis de Pombal's royal decree, was born the world's oldest demarcated and regulated wine region with the mission to stimulate production, maintain prices and defend Port Wine's prestige abroad. A true proof that, and just one year after the most devastating earthquake in our history, Portugal was in fact an ancient and traditional nation but already an innovative country that foresaw the potential of its products and created a model of success to valorize them until these days.

And speaking of Porto, I invite you all to the wine tasting that we have the pleasure to offer you by the end of this event.

Allow me also, before finishing, to announce the intention of the Portuguese Government to organize next year in Portugal an international event dedicated to Geographical Indications, inviting recognized experts to reflect with us and take stock of where we are in this field and what must be done to take full advantage of these Industrial Property rights.

Thank you.