



Press release

Asiago PDO wins in Mexico.

Historic result for the designation of origin that, thanks to the EU-Mexico agreement, now enjoys full protection. President Fiorenzo Rigoni “A success that rewards four years of hard work. Now we aim to strengthen exports”.

Vicenza, 27 November 2018 – Historic result for the Consortium for the Protection of Asiago Cheese, which announces full recognition and protection of the designation Asiago in Mexico under the global agreement between the EU and Mexico.

Starting from a difficult situation in which the lack of legal protection and an import duty of 120% made entry to the country impossible, thanks to the Consortium’s incessant protection and promotional activity, backed by Italian ministerial institutions, full recognition and protection of Asiago cheese throughout Mexico has now been established. The speciality has been included in the EU-Mexico agreement, thus making it possible to fall within the 20,000 ton quota of product that can be exported at zero duty.

A country with 120 million inhabitants and over 10 million potential consumers of high-end products, Mexico already knows and appreciates the name Asiago, thanks to the action of the Consortium for the Protection, which over the years has participated in bilateral meetings between Italy and Mexico, activated a detailed promotional programme, exhibited at trade fairs such as EXPO ANTAD ALIMENTARIA MEXICO 2017 and maintained an ongoing local presence with its personnel. All this has allowed, in 2016, a reclassification of the customs category from 120% to 45% and an important boost to exports of the speciality. In fact, exports of Asiago PDO to Mexico have recently grown by 58% in volume (ISTAT data updated in August 2018) in a country that, from 2012 to 2017, recorded a per capita increase in cheese consumption of over 26%.

Fiorenzo Rigoni, President of the Consortium for the Protection of Asiago Cheese, states: “We are very satisfied with this result that rewards years of hard work. We have shown that dialogue, together with constant and consistent work are the key to success. Once again, we have demonstrated through facts that promotion and protection are two sides of the same coin. It is now up to our members to concentrate on significantly strengthening exports, seizing the great opportunities represented by the high level of recognition and of international prestige gained by Asiago PDO in recent years.”

“We are delighted that the global trade treaty includes Asiago in the list of denominations recognised in Mexico. This strengthens the protection already offered by the Lisbon Agreement and will provide greater commercial opportunities for the PDO. For years oriGIn EU has been fighting to ensure that the trade treaties concluded by the EU recognise the full protection of European denominations in third markets”, states Massimo Vittori, director of oriGIn.

Consorzio Tutela Formaggio Asiago

sede legale: Piazzale della Stazione 1 - 36012 Asiago (VI)

sede amministrativa: Corso Fogazzaro, 18 - 36100 Vicenza (VI)

Registro Imprese di Vicenza n. 00703580241 – C.F./P.I. 00703580241 – REA 148240

Tel: +39 0444 321758 – Fax: +39 0444 326212

info@formaggioasiago.it - www.formaggioasiago.it - PEC tutelasiago@legalmail.it



The journey to obtain accreditation commenced in 2014, when the Consortium for the Protection of Asiago Cheese obtained registration of the designation of origin at the WIPO (World Intellectual Property Organisation, United Nations agency) and consequent recognition of protection under the Lisbon Agreement, thereby guaranteeing full and exclusive marketing rights through the use of the designation Asiago.

The Consortium then proceeded to take intense legal defence action against the importation of fraudulent products in Mexico, obtaining victories and getting some distribution companies to agree to stop marketing misleading products. Nevertheless, the Consortium has had to deal with extremely harsh enforcement actions that led to a request for the Mexican Institute of Industrial Property (IMPI) to consider Asiago a designation “of common use”, calling into question Mexico’s adherence to the Lisbon Agreement. However, the protection guaranteed by the WIPO’s Lisbon Agreement was upheld and guaranteed by the Mexican Supreme Court, which in fact established a decisive precedent for the inclusion of Asiago in the new EU-Mexico agreement, after the speciality had already been added to the list of three hundred and forty designations of origin for which the European Union requested recognition by Mexico under the new agreement and to the nine European cheeses recognised and protected.

Italy and Mexico share a common interest for food culture and it is from here that we must now start out, to offer new scenarios for development, capitalising on the trade relations between the EU and Mexico within which, since 2000, the date in which the first bilateral trade understanding came into force, according to the European Commission, trade has grown at an annual rate of 8%, making Mexico the EU’s second largest trading partner in Latin America, after Brazil.

Press contacts: Roberta Zarpellon - TRAGUARDI — P.le Cadorna 40 - 36061 Bassano del Grappa VI T 0424523073 M 33941875

Consorzio Tutela Formaggio Asiago

sede legale: Piazzale della Stazione 1 - 36012 Asiago (VI)

sede amministrativa: Corso Fogazzaro, 18 - 36100 Vicenza (VI)

Registro Imprese di Vicenza n. 00703580241 – C.F./P.I. 00703580241 – REA 148240

Tel: +39 0444 321758 – Fax: +39 0444 326212

info@formaggioasiago.it - www.formaggioasiago.it - PEC tutelasiago@legalmail.it