



Press Release

¡Que viva Asiago!

The PDO from the Veneto and Trentino regions strengthens its presence in Mexico

On the strength of its status of full recognition of its designation, from 7th to 9th March, the Consortium will attend EXPO ANTAD ALIMENTARIA MEXICO for the first time.

Vicenza, 3rd March 2017 – Promoting and raising awareness of Asiago PDO in Mexico, expanding its commercial presence: these are the reasons for which the Consortium for the Protection of Asiago Cheese is participating in EXPO ANTAD ALIMENTARIA MEXICO 2017, the main agri-food fair in this Latin American country, which is being held from 7th to 9th March in the Expo Guadalajara exhibition area.

Mexico is included in the group of emerging countries with the best prospects for economic development, identified with the acronym MIST: Mexico, Indonesia, South Korea and Turkey. Over the last 5 years, imports of cheeses have increased by more than 45% and, in 2016 alone, Italy exported just over 2 million Euros of dairy products to this area. A growing market but with potential still largely unexploited, where the recent interest and increase in the consumption of Italian products due to the spread of catering business from our country and to a general improvement in the economy, which in 2016 increased by 2.6% (OECD data), opens the door to opportunities that the Consortium for the Protection of Asiago Cheese, together with some of its member companies, has chosen to seize by participating in the main agri-food sector exhibition, EXPO ANTAD ALIMENTARIA MEXICO 2017.

In recent years Asiago PDO has successfully initiated strong protective action in this Latin American country, which, thanks also to the Lisbon Agreement for the protection of Appellations of Origin, has granted it the full and exclusive right to market using this appellation of origin. This success goes hand in hand with the institutional activity of the Consortium, which from January 1st 2016 obtained a decrease in custom duties from 120% to 45%.

According to Flavio Innocenzi, Director of the Consortium for the Protection: “Due to the legal protection activity undertaken by us, in Mexico the name Asiago enjoys full recognition as Geographical Indication. We recently asked some of the leading distribution groups in Mexico, such as Walmart and Superama, not to import fraudulent products from the USA, and they accepted. Moreover, the Mexican authorities have rejected all attempts to register trademarks carried out with the aim of interference by North American companies. This pro-active approach has allowed registration of the

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name and/or trademark in all the main world markets. Accordingly, we expect the EU to guarantee full recognition during the various bilateral free trade negotiations, acknowledging the fact that the attempts to delegitimize geographical indications undertaken by United States producers and their lobbies in these years have failed and that the objections raised in the CETA agreement in relation to the name ASIAGO can only be acceptable in North America – where there is a particular situation – but not in the rest of the world, where we enjoy full protection.”

Effective action to protect the trademark is required to support commercial success and, after having effectively taken all the necessary actions for legal protection, Asiago PDO is now launching its promotional action from EXPO ANTAD ALIMENTARIA MEXICO 2017 to occupy new market space and ensure direct contact with Mexican operators and a market of 120 million inhabitants with over ten million potential consumers of gourmet products. In addition to meetings for operators, during the appointments planned for the event the Consortium will organize guided tastings to allow visitors to get to know and appreciate the properties of the speciality from the Veneto and Trentino regions, a genuine expression of its territory of origin.

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