Jabugo hosts the IX Congress of the appellations of origin of Spain

The Spanish Association of Denominations of Origin (Origin Spain), celebrates its ninth Congress and General Assembly in Jabugo, on November 8th, 9th and 10th, 2017. This time the Congress is organized by the Regulatory Council of the Denomination of Origin Protected (PDO) Jabugo, for what is celebrated in its headquarters located in the emblematic El Tiro Building, in the municipality of Jabugo.

This Congress is a meeting point for the entire agri-food sector of differentiated quality, bringing together an important number of Protected Designations of Origin (PDO) and Protected Geographical Indications (PGI), *in order to analyze and refresh the value of their products. proper names, of these quality seals and of the institutions that represent them.*

Given that it is celebrated in the territory of the PDO, Jabugo will be a Congress that adapts to it, which means that its program will be developed in different parts of the Sierra de Aracena and Picos de Aroche Natural Park and will try to ensure that attendees do not just work about the Technical Days and its General Assembly, but that they become impregnated with the values of this Sierra.

The program of the Technical Conference has lectures such as 'The art of making things happen' given by a coach of recognized international prestige; the talk-reflection 'Let's organize ourselves so that Origin Spain is what we want'; 'The inclusion of GIs in the bilateral agreements of the EU', *a*

topic of special relevance for the protection figures facing their international projection and that of their registered companies, developed by a high representative of the European Commission; 'It's 1.15am and the biggest world market is still open', a talk that will delve into the invisible markets that the consumer knows and that producers must take into account; and finally, the day will be closed with 'The beginning of the agri-food Origin Denominations counted in the first person', related by those who experienced its launch in Spain.

> The inauguration of the Congress will be held on Thursday, November 9th at 11:30. Previously, the afternoon of Wednesday will welcome the attendees with a visit to Las Grutas de Las Maravillas

The program of the congress will also run through dehesas and wineries registered in the Jabugo PDO and along the Jabugo Route, the congressmen will see the work of the PDO first hand, as well as the gastronomic capacity of the Sierra.

More than 75 representatives of PDO and PGI from all points of Spain participate in this Congress, a level of participation that shows the interest to join forces all the institutions.

> Recently launched the first campaign to promote the Association Origin Spain "Stories in your table", which has direct funding from the EU and is the result of a very important work in common of all participating PDOs and the Association

This means that it is possible to build being different, since the same objectives are shared. For this reason, this Congress, even more, has generated great expectations.

The PDOs and PGIs are labels that certify the origin and quality of infinity of European agri-food products, *but beyond that they are seals that protect the identity of the territory where the product that gives it its name is produced, the history of thousands of families, the natural balance of the ecosystem where it is produced and the knowledge of generations and centuries in many cases.*

The fact that there is the Asociación Origen España, that this Congress is held and that takes place in Jabugo, shows that the future of products protected by a PDO or a PGI is firm, which ensures not only the economic horizon of the registered companies, but of the balance and the future of an entire territory, which added to other territories make Spain a world agri-food and economic power.

Source: PDO Jabugo

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