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## Booklets



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## Title: Appellations of origin in México management, economics and finance

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# Introduction.

México has an incomparable cultural richness, which fuses traditions, colors, aromas and products with unique regional characteristics that are not found in other parts of the world, due to factors such as the territory in which these goods are grown or produced.

Having a differentiated product allows producers to charge a premium for them, becoming a great opportunity for those agri-food and man-made goods that, being associated with a region that includes: climate, temperature, soil, water, among others, have with specifications, which are not achieved when grown or processed in other parts of the world.

According to Ministry of Economy (2016) “The appellation of origin promotes the formation and consevation of local resources, helps the development of viable technologies for sustainable production and generates trained human capital by teaching techniques to new generations”(p. 12).

The purpose of this research study is to expose the áreas of opportunity of the appellation of origin that exist in Mexico.

The appellation of origin is a distinctive that declares the Mexican Institute of Industrial Property (IMPI) to products with special characteristics that differ from goods of same type, which usually bear the name to the place where they are produced.

# Metodology

The present research consisted of four phases:

In the first, official pages of the Federal Government and IMPI were consulted, as well as publications related to the subject of the institutions involved and Higher Education Institutions, which have carried out research on appellations of origin.

In the second phase, each of the 18 appellations in force in Mexico were described. In the third phase, the general current situation of appellations of origin of the products recognized with this distinctive was analyzed and in the fourth phase, conclusions were presented regarding the findings found in the theoretical analysis carried out.

# Results





There is little organization of the producers around the Appellation of Origin (DO). Added to these problems are the problems of forming the Regulatory Councils, as entities in charge of validating the production processes to provide certainty to markets.

The weak integration of the main link in the productive chains that are the producers, is being a real challenge, for the operation of the appellations of origin, in some cases due to the geographical dispersion in which they are local, and in others, due to the fact that producers often have different interests, and see their peers as competition, rather than trading partners.

# Conclusions

The DO present problems in common and individually, one of the main ones is the integration of the productive chains, wich allows all the links to know what a DO is, how it benefits them and how they can be integrated into the productive chain that corresponds to them.

Although the Tequila DO is being one of the most exploited, after achieving not only the successful commercialization of the product internationally, and the link with the tourism sector for the use of the agave landscape, as a travel experience. The reality is that the transnational companies are the main beneficiaries of the DO, which is the regional development of communities at a social and economic level.

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