



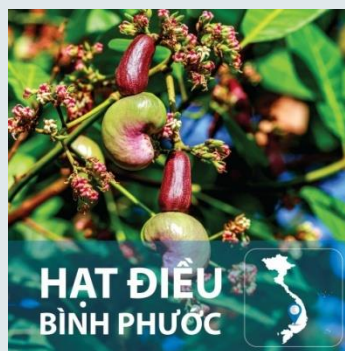
# GIs in Vietnam: A pathway to sustainability and culture heritage

GIs for ASEAN countries: prospects and challenges workshop



# Content

1. Overview of Vietnam's GI Development
2. Case Study: Phu Quoc Fish Sauce
3. Case Study: Hue Conical Hats
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# Overview of Vietnam's GI Development

## • Initial Phase (1995–2005):

- Legalization of appellations of origin.
- First protection: *Phu Quoc Fish Sauce (2001)*.

## • Expansion Phase (2005–2023):

- Enactment of *Intellectual Property Law (2005)*.
- Increase in domestic and international GI recognition.

## • Consolidation Phase (Post-2023):

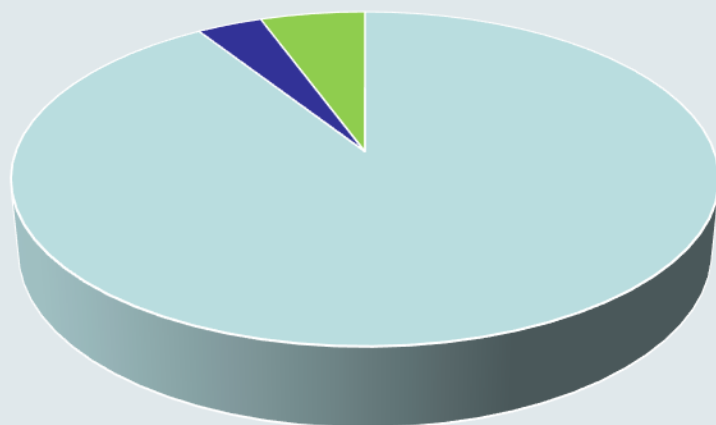
- Strengthened legal frameworks with amendments and new regulations.

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# GIs in Viet Nam by the numbers

143 GIs protected in Viet Nam through direct applications



□ Domestic GIs: 130   ■ ASEAN GIs: 5  
■ Other foreign GIs: 8



# Case Study: Phu Quoc Fish Sauce

- **History and Origins:** Over 200 years of traditional production.
- **Characteristics:**
  - Reddish-brown color, rich natural protein, distinctive flavor.
- **Impact of GI Protection:**
  - **Economic:** International brand, tourism boost.
  - **Social:** Jobs for 10,000+ workers.
  - **Environmental:** Sustainable anchovy harvesting.
- **Challenges:** Competition from industrial products.







# Case Study: Hue Conical Hats



- **Significance:** Traditional craft tied to Hue's cultural identity.
- **Characteristics:** Light, thin, elegant, eco-friendly.
- **Impact of GI Protection:**
  - **Economic:** Increased commercial value and tourism.
  - **Social:** Jobs for women and elderly artisans.
  - **Cultural:** Global promotion of Hue's heritage.
  - **Environmental:** Encourages eco-friendly products.
- **Challenges:** Decline due to low consumer demand.

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# ASEAN Cooperation and Future Prospects

- Promote GIs as shared assets within ASEAN.
- Vietnam's recognition of ASEAN GIs (e.g., *Isan Silk*, *Kampot Pepper*).
- Strategic focus: Quality over quantity, sustainability, and heritage preservation.

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# Conclusion

- Collaborate to protect and develop GIs.
- Share management and promotion experiences.
- Build effective GI protection systems.
- Unite through GIs as symbols of ASEAN identity.







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**Thank  
You**