



KEMENTERIAN HUKUM REPUBLIK INDONESIA
DIREKTORAT JENDERAL KEKAYAAN INTELEKTUAL



INDONESIA
BERKARYA & BERINOVASI
DJKI MELINDUNGI



GEOGRAPHICAL INDICATIONS IN INDONESIA: OVERCOMING CHALLENGES, SHOWCASING EXCELLENCE

Seminar on Challenges and Best Practices in the
Enforcement of Geographical Indications
Siem Reap, Cambodia.

Presented by :

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Director of Trademark and Geographical Indications

DGIP – Ministry of Law of The Republic of Indonesia

LAW/ REGULATION

- Law No.20/2016 regarding Trademarks and GIs
- TRIPs Agreement on GIs (article 22 – 24)
- GI sui generis system since 2007
- Government Regulation No. 51/2007 regarding GIs
- MOLHR Regulation No. 10/2022 regarding Amendment of MOLHR Regulation No. 12/2019 regarding GIs





DEFINITION

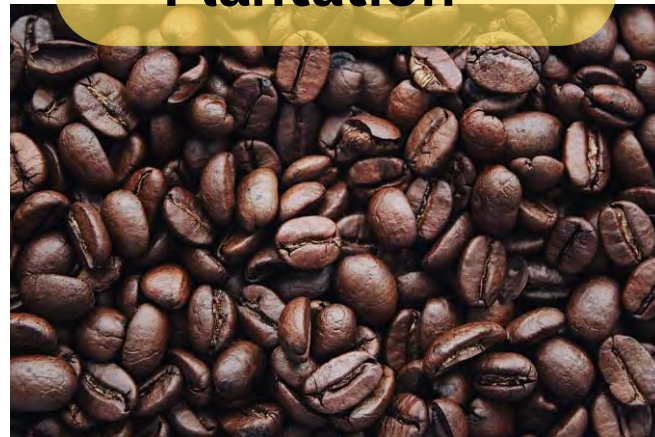
Based on Article 1 Paragraph 6 of Law No. 20/2016 regarding Marks and Geographical Indications

Geographical Indication is a sign indicating the area of origin of goods and/or products which due to geographic environmental factors including natural factors, human factors or a combination of the two factors, which give reputation, quality and certain characteristics to the goods and/or products produced.

OBJECT OF PROTECTION

- natural resources
- handicrafts
- industrial products

Plantation



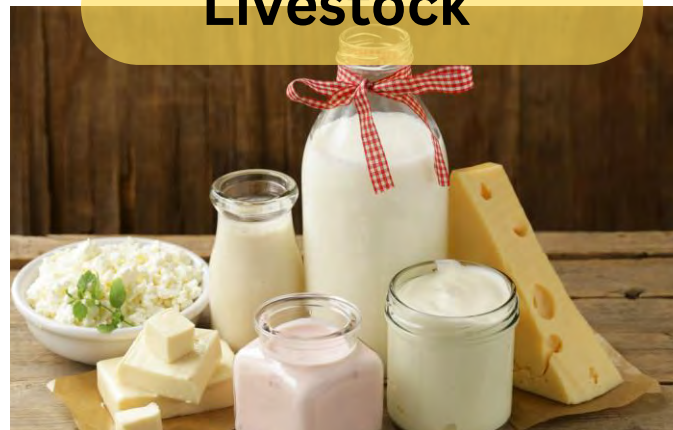
Agriculture



Handicrafts



Livestock



Forestry



Fisheries and Maritime





APPLICANT

01

An institution that represents the community in a certain geographical area that operates goods and/or products in the form of:

a.natural resources

b.handicrafts

c.industrial products

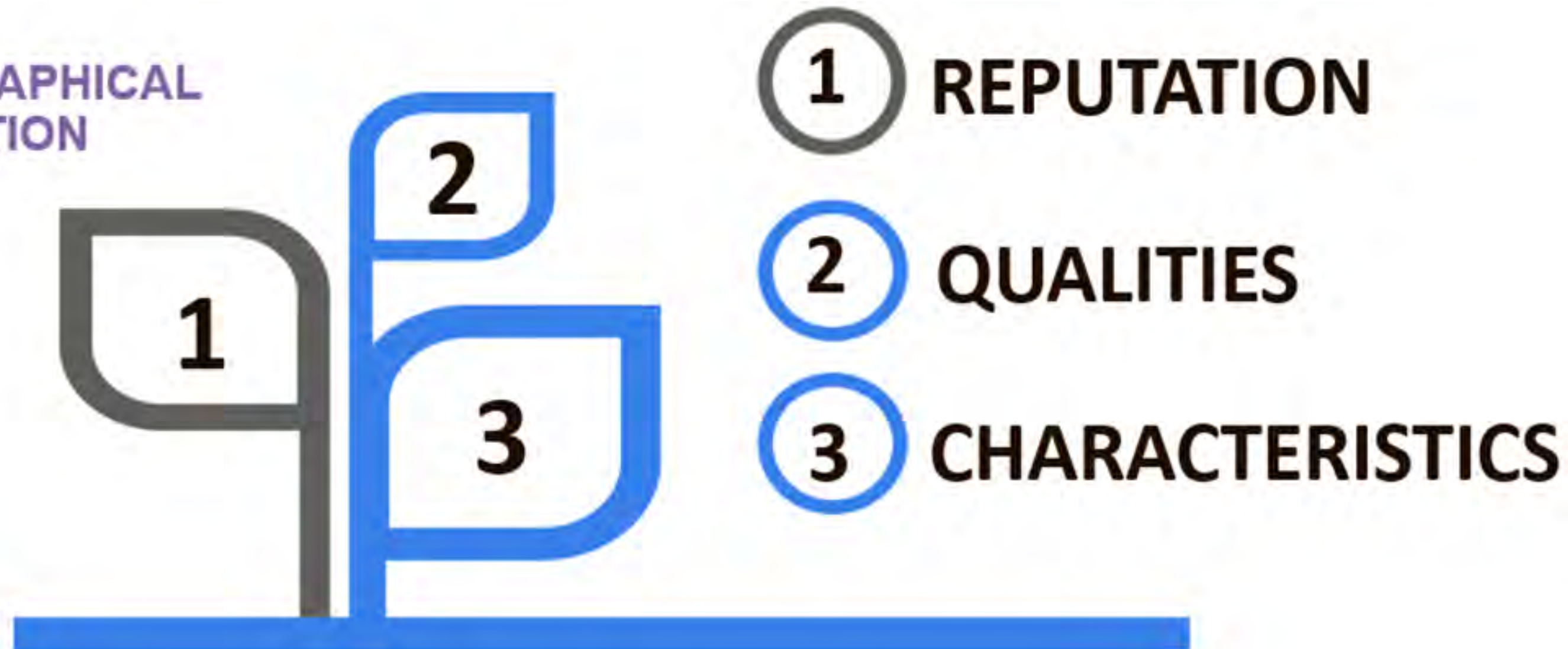
03

Provincial or district/city regional government

TERM OF PROTECTION

Geographical indications are protected as long as the reputation, quality and characteristics which form the basis for the protection of such geographical indications still exist

**GEOGRAPHICAL
INDICATION**



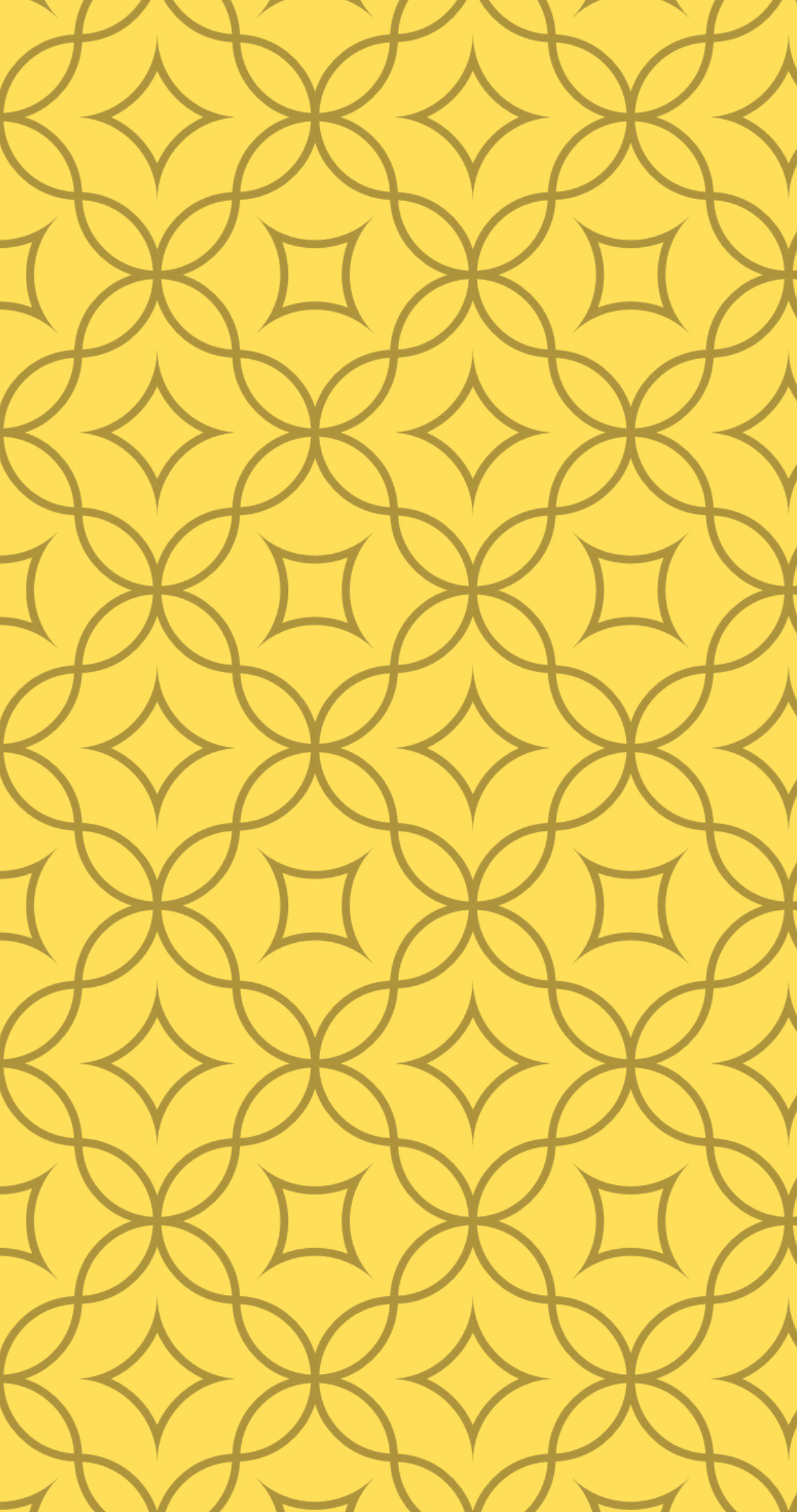
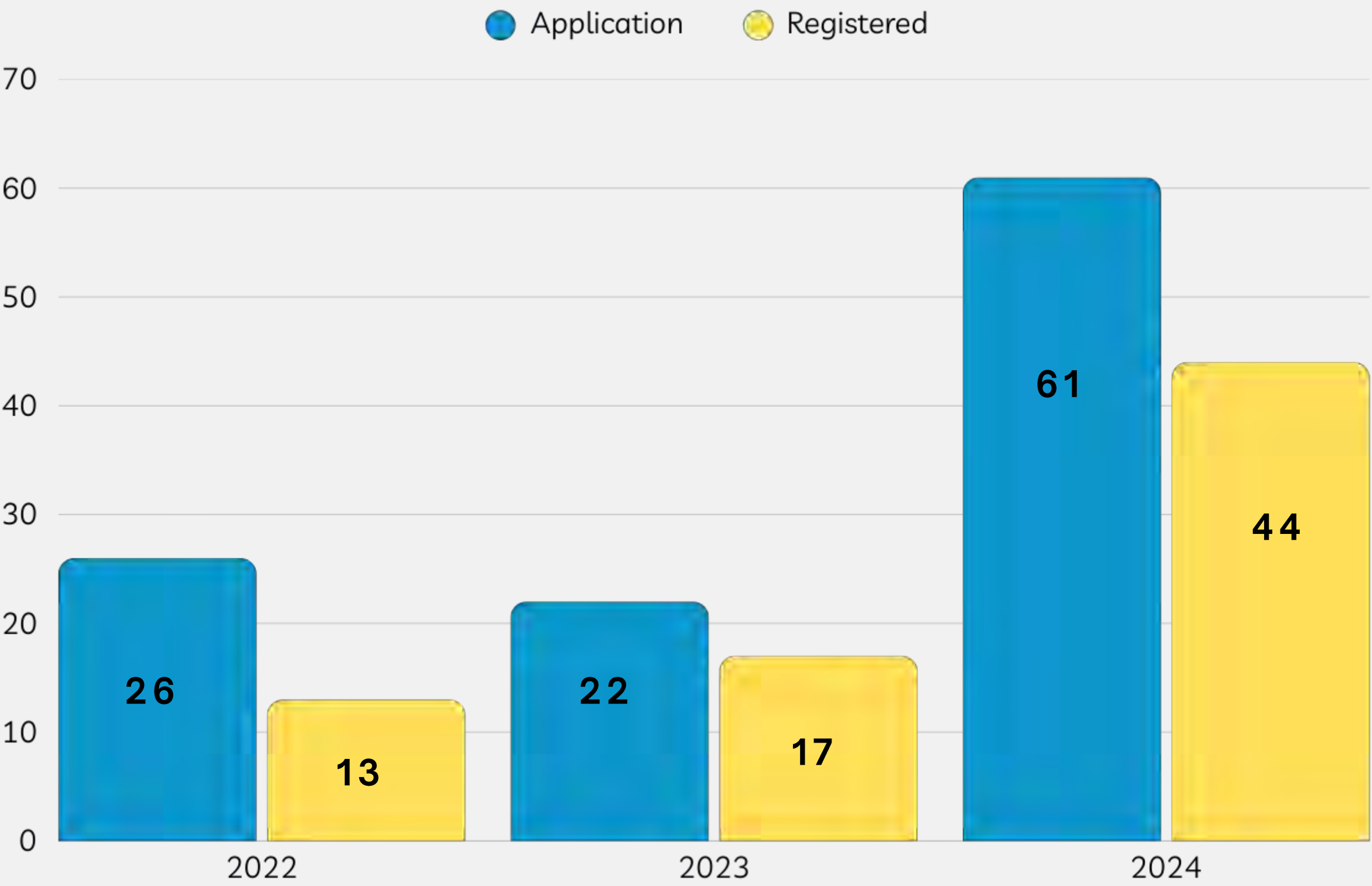
REGISTERED GI IN INDONESIA

First registered GI in 2008, Kopi Arabika Kintamani Bali

- 182 GIs registered per 2024
- 4 GIs registered in EU
- Bilateral Agreement on GIs



GI DATA APPLICATION AND REGISTERED



GEOGRAPHICAL INDICATION LANDSCAPE IN INDONESIA

No	Sector	Indonesian GI	Foreign GI	Total
1	Agriculture/Plantation	119	5	124
2	Handicraft/Industry	33	1	34
3	Fisheries & Marine	11	0	11
4	Wine/spirit/whisky	0	6	6
5	Livestock	2	3	5
6	Forestry	2	0	2
Total		167	15	182

INDONESIAN GI REGISTERED IN THE EU

Indonesia's iconic commodities, Muntok White Pepper, Gayo Arabica Coffee, and Amed Bali Salt, have been officially registered as geographical indication products in Europe.



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate F – Outreach, Research and Geographical Indications
F.3. Geographical indications

Brussels, 4/4/2025



EXTRACT FROM THE REGISTER

OF PROTECTED DESIGNATION OF ORIGIN AND PROTECTED GEOGRAPHICAL INDICATIONS
ESTABLISHED BY ARTICLE 11 OF REGULATION (EU) NO 1151/2012

1. Name:	Bula Kelapa Kulonprogo Jagja
2. Combined nomenclature code:	17 - SUGARS AND SUGAR CONFECTIONERY 1702 - Other sugars, including chemically pure lactose, maltose, glucose and fructose, in solid form; sugar syrups not containing added flavouring or colouring matter; artificial honey, whether or not mixed with natural honey; caramel 1702 90 - Other, including invert sugar and other sugar and sugar syrup blends containing in the dry state 50 % by weight of fructose
3. File number:	PDO-ID-2923
4. Type:	Protected Designation of Origin (PDO)
5. Competent Control Authorities:	Directorate General of Intellectual Property Ministry of Law and Human Rights Republic of Indonesia Jl. HR. Rasuna Said Kav. 8-9, Jakarta Selatan, Jakarta, Indonesia 02157905613 subdit.ig@dgip.go.id https://www.dgip.go.id

European Commission, 1049 Brussels, Belgium - Tel.: +32 22991111

6. Country:	Indonesia
7. Date of registration:	28/03/2025
8. Legal instrument:	Official Journal L, 2025/622, 28.3.2025



João ONOFRE
Head of Unit



PROOF OF ENTRY IN THE
REGISTER OF PROTECTED DESIGNATIONS OF ORIGIN
AND PROTECTED GEOGRAPHICAL INDICATIONS

Lada Putih Muntok

Registered as:	Protected Designation of Origin (PDO)
Combined nomenclature code:	09 - COFFEE, TEA, MATÉ AND SPICES 0904 - Pepper of the genus Piper; dried or crushed or ground fruit of the genus Capsicum or of the genus Pimenta
Country of origin:	Indonesia
Reference:	Commission Implementing Regulation (EU) 2024/1871 (OJ L 2024/1871, 5.7.2024)

We congratulate you on the registration of this designation as a Protected Designation of Origin (PDO) which reserves the use of such designation to producers located within the geographical area who meet the conditions defined in the specification.

In accordance with Article 36 of Regulation (EU) 2024/1143 any operator marketing a product conforming to the above mentioned specification may use the PDO and use references and symbols of the European Union and associated labels.





EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate F – Outreach, Research and Geographical indications
F.3. Geographical indications

Brussels, 15/2/2024



EXTRACT FROM THE REGISTER

OF PROTECTED DESIGNATION OF ORIGIN AND PROTECTED GEOGRAPHICAL INDICATIONS
ESTABLISHED BY ARTICLE 11 OF REGULATION (EU) NO 1151/2012

1. Name:	Kopi Arabika Gayo
2. Class:	Class 1.8. Other products of Annex I of the Treaty (spices etc.)
3. File number:	PGI-ID-2115
4. Type:	Protected Geographical Indication (PGI)
5. Country:	Indonesia
6. Date of registration:	23/05/2017
7. Legal instrument:	Official Journal L 134, 23.05.2017



João ONOFRE
Head of Unit

European Commission, 1049 Brussels, Belgium - Tel.: +32 22991111



PROOF OF ENTRY IN THE
REGISTER OF PROTECTED DESIGNATIONS OF ORIGIN
AND PROTECTED GEOGRAPHICAL INDICATIONS

**Garam Amed Bali /
Bunga Garam Amed Bali**

Registered as:	Protected Designation of Origin (PDO)
Combined nomenclature code:	25 - SALT; SULPHUR; EARTHS AND STONE; PLASTERING MATERIALS, LIME AND CEMENT 2501 - Salt (including table salt and denatured salt) and pure sodium chloride, whether or not in aqueous solution or containing added anti-caking or free-flowing agents; sea water
Country of origin:	Indonesia
Reference:	Commission Implementing Regulation (EU) 2022/1937 (OJ L 268, 14.10.2022)

We congratulate you on the registration of this designation as a Protected Designation of Origin (PDO) which reserves the use of such designation to producers located within the geographical area who meet the conditions defined in the specification.

In accordance with Article 36 of Regulation (EU) 2024/1143 any operator marketing a product conforming to the above mentioned specification may use the PDO and use references and symbols of the European Union and associated labels.



INDONESIAN GI ON PROCESS IN EU

CURRENTLY THERE ARE STILL 3 INDONESIAN GEOGRAPHICAL INDICATION PRODUCTS THAT ARE IN THE PROCESS OF REGISTRATION IN THE EU



1 FLORES MANGGARAI ARABICA COFFEE



2 FLORES BAJAWA ARABICA COFFEE



3 COCOA BERAU

CONTROL MECHANISM

GI control → mandate of Law No.20/2016 Article 71

GI control is carried out by the Central Government and Regional Governments in accordance with their respective authorities, including:

- Ensure that certain characteristics and qualities remain as the basis for issuing Geographical Indications;
- Prevent the unauthorized use of Geographical Indications



GI SUCCESS STORY

What Happens if GI Registered and the Logo Used

Increase of employment
Bali Arabica Kintamani
coffee processors



Before GI there were
40 groups and **1750** workers
After GI there are **140** groups
and **2640** workers

Increase in Selling Price
Muntok White Pepper



Before GI the price per kg was
RP. 60,000 / kg
After GI the price per kg is
RP. 120.000 / kg

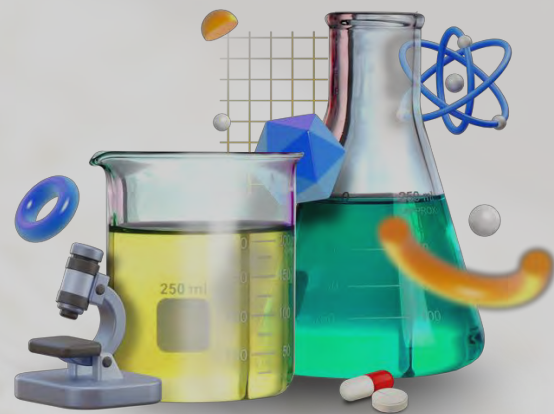
THE USE OF A REGISTERED GEOGRAPHICAL INDICATION LOGO



GI PRODUCT EXHIBITION



THEMATIC YEAR BY DGIP - STRATEGIC AWARENESS AND FOCUS



2021 as Patent Year



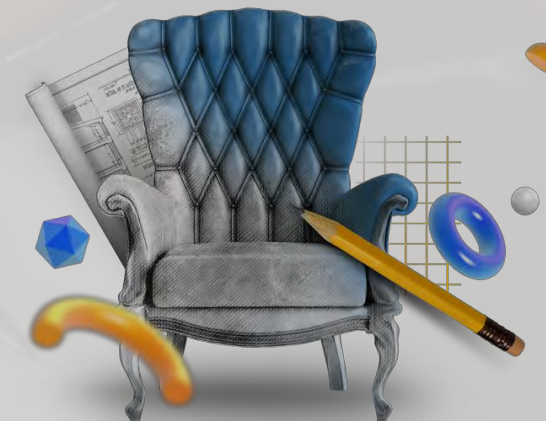
2022 as Copyright Year



2023 as Trademark Year



2024 as Geographical Indication year



2025 as Copyrights and Industrial Design Year

DGIP regularly designates a Thematic Year to focus national attention on a particular branch of intellectual property. This initiative is a **strategic communication and action plan used to Raise public and institutional awareness, encourage multi-stakeholder involvement, drive policy improvements and innovation** in the selected theme, create tangible achievements that can be measured and evaluated within one calendar year.

2024 AS THE THEMATIC YEAR OF GEOGRAPHICAL INDICATIONS



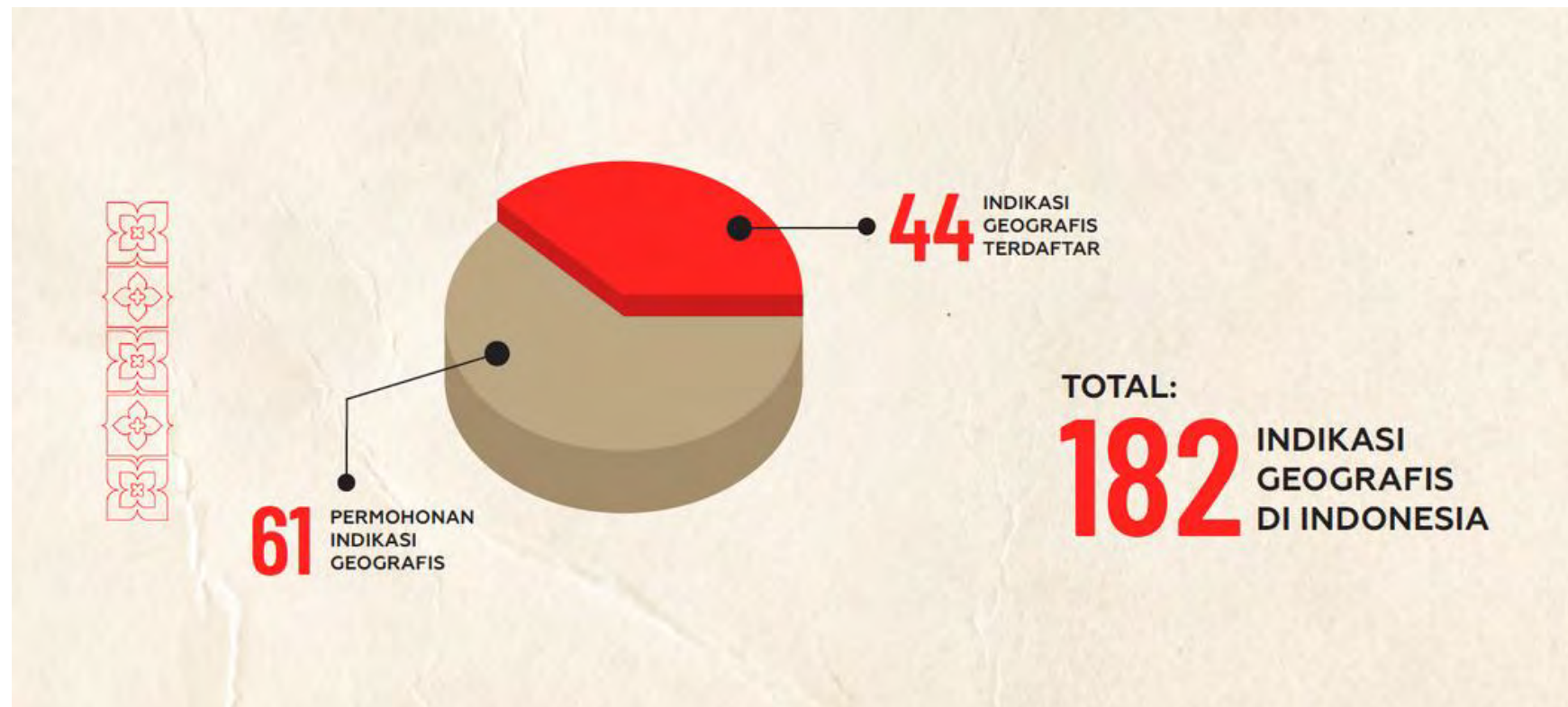
In 2024, DGIP declared Geographical Indications as the national thematic priority due to:

- The increasing number of valuable GI products across Indonesia.
- The strategic role of GIs in economic recovery, rural development, and cultural preservation.
- The need to strengthen legal enforcement and international recognition of Indonesian GIs.

OBJECTIVES:

- Strengthen public understanding of GIs among producers, consumers, government officials, and youth.
- Accelerate the registration of GI products through technical assistance and community outreach.
- Integrate GIs with other sectors such as tourism, E-Commerce, and creative industries.
- Enhance legal protection and surveillance at both national and international levels.
- Promote Indonesia's GIs globally, showcasing them in trade exhibitions, GI forums, and diplomatic missions.

ACHIEVEMENT IN GEOGRAPHICAL INDICATION YEAR



- Increase in number of registered GI products.
- Better documentation and traceability systems.
- More community involvement in GI governance.
- Enhanced market access through branding and storytelling.

GI NATIONAL MOVEMENT

- **GI Goes to Marketplace**
- Cross-ministerial and cross-regional collaboration including **GI Business Forum, GI National Forum, National GI Roadmap.**
- Field visits, workshops, and **GI drafting camps, GI Substantive Examination**
- **International partnerships** with WIPO, ARISE+, and ASEAN.

CHALLENGES IN GI ENFORCEMENT



UNAUTHORIZED USE OF GI NAMES

Many non-right holders use GI names illegally, damaging reputation and creating unfair competition.



LIMITED AWARENESS

- Law enforcement officials, local authorities, and the general public often lack adequate knowledge about GIs.
- Weak Surveillance Infrastructure



CROSS-BORDER MISUSE

Indonesian GI products are used abroad without legal authorization, especially in neighboring countries.



LEGAL HARMONIZATION

There is a need for harmonization between national regulations and international agreements (such as the TRIPS Agreement under the WTO and EU regulations) to ensure comprehensive and effective protection and enforcement of Geographical Indications

UNAUTHORIZED USE OF GI NAMES CASES

Indonesian Coffee GIs Frequently Violated Internationally

Toraja Arabica Coffee registered as “Toarco Toraja Coffee” in Japan.

Gayo Arabica Coffee misused internationally:

- “Wild Gayo Luwak” in the United States
- “Gayo Mountain Coffee” and “Amaro Gayo Coffee” by a UK national
- “Equador: Sumatra Gayo Mountain” misleads origin

Key Message: Urgent need to protect Indonesia’s Geographical Indications from international exploitation.

Unauthorized Use of Adan Krayan Rice Name Abroad

- Adan Krayan Rice sold in Malaysia as “Bario” with 'Made in Malaysia' label.
- Origin: Krayan, Nunukan, North Kalimantan (~1,000m above sea level).
- Unique qualities: aromatic, soft, long-lasting, savory.
- Official GI: Certificate No. ID G 0000000013.
- Also sold in Brunei without GI recognition.

Key Message: Misuse abroad undermines Indonesia’s IP rights and local producers.

NATIONAL STRATEGIES TO OVERCOME CHALLENGES

STRENGTHENING LEGAL FRAMEWORK

- Revision and separation of the Trademark and GI Law to reflect the uniqueness of GI rights.
- Proposal of a National GI Roadmap to be enacted as a Presidential Regulation (Perpres) for policy coordination across ministries.

CAPACITY BUILDING FOR ENFORCEMENT

Joint training programs involving:

- Directorate General of Intellectual Property (DGIP)
- National Police
- Customs and Excise
- Prosecutors
- Goal: Establish a uniform understanding and approach to GI protection.

STRATEGIC TECHNOLOGICAL INTERVENTIONS

- Adoption of digital solutions to ensure product traceability and authenticity.
- Digital platforms to educate and connect producers, consumers, and regulators.

STAKEHOLDER COLLABORATION

- GI protection in Indonesia relies on strong partnerships:
- Local Governments: Assist in the registration and promotion of regional GIs.
- GI Communities: Act as guardians of traditional knowledge and producers' associations.
- Industries: Incorporate GI products into wider commercial supply chains.
- Formation of Regional GI Task Forces to monitor compliance and provide outreach.

BEST PRACTICES IN INDONESIA

1. Integration of GI Protection and Tourism

- Many GI products are promoted alongside tourism destinations, encouraging local economies such as

a. Lepolorun Village – Home of Tenun Ikat Sikka (East Nusa Tenggara)

- Lepolorun, located in the Sikka Regency, East Nusa Tenggara (NTT), is renowned for its traditional Tenun Ikat Sikka, a registered Geographical Indication.
- The village is being developed as a cultural tourism destination, where visitors can:
 - Observe and participate in the traditional weaving process.
 - Learn about the symbolic motifs rooted in local mythology and history.
 - Purchase authentic woven textiles directly from artisans.
- This model empowers local women weavers, preserves cultural heritage, and enhances the economic value of the GI by linking it to authentic cultural experiences.



source:

b. Kintamani Coffee – Bali's Agro-Tourism Gem

- Kopi Arabika Kintamani Bali is one of Indonesia's most well-known GI products and a global favorite among specialty coffee lovers.
- The Kintamani region is actively promoted as an agro-tourism destination, offering:
 - Guided tours of coffee plantations.
 - Coffee tasting experiences in traditional Balinese settings.
 - Educational activities about organic farming and GI traceability.
- The integration of GI and tourism not only increases income for farmers, but also strengthens the international reputation of Kintamani as a high-quality coffee origin.



BEST PRACTICES IN INDONESIA

2. GI Drafting Camp

- Intensive workshops where local stakeholders develop and finalize GI registration documents.
- Encourages community ownership and understanding of GIs.



BEST PRACTICES IN INDONESIA

3. GI Goes to Marketplace

- GI Goes to Marketplace is one of the flagship programs launched as part of the 2024 Geographical Indications Thematic Year.
- DGIP partnered with Tokopedia, one of Indonesia's largest e-commerce platforms, to help GI product owners:
 - Increase visibility and sales through digital channels.
 - Learn how to build and manage online stores.
 - Open up broader distribution networks, including opportunities for international exposure.



DGIP x TikTok Shop
Tokopedia

ANNOUNCEMENT



In relation to the improvement of services for Geographical Indications, the Directorate General of Intellectual Property has opened an information service channel through:

 **Tanya IndiGeo**
0812 99 8888 07

- **Monday – Thursday,**
09.00 AM – 03.00 PM (WIB)
- **Friday**
09.00 AM – 03.30 PM (WIB)

Tanya IndiGeo only accepts **WhatsApp** chats and does not accept phone calls.
Thank you.

4. TANYA INDIGEO

is an official information service provided by the Directorate General of Intellectual Property (Direktorat Jenderal Kekayaan Intelektual or DJKI) of Indonesia. It is specifically designed to assist the public with questions and information related to Geographical Indications

TANYA INDIGEO is Part of DGIP's
Commitment:

- Improving public service delivery
- Encouraging public engagement
- Boosting awareness of Geographical Indications

5. NATIONAL GEOGRAPHICAL INDICATION ROADMAP 2025-2029



DIREKTORAT JENDERAL KEKAYAAN INTELEKTUAL
KEMENTERIAN HUKUM REPUBLIK INDONESIA

- Achieving high awareness and strong knowledge of Geographical Indications (GI) among government, private sector, and community stakeholders.
- Establishing an effective and efficient GI registration process.
- Realizing clear role distribution, strong coordination, and synergistic cooperation among governmental and non-governmental bodies at both national and regional levels to support the GI protection system.
- Fostering high appreciation and extensive commercialization of GI products in both domestic and international markets.
- Achieving significant growth in the number and quality of protected GI products.

NATIONAL & INTERNATIONAL COLLABORATION

Indonesia participates in international programs such as:

- ARISE+ (EU-ASEAN): Capacity building, GI policy alignment, and training for producers.
- WIPO Support: Technical assistance in GI documentation, protection, and dispute resolution.
- Cross-border initiatives with neighboring countries to prevent GI infringement and promote ASEAN-wide recognition.




THANK YOU

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