



Geographical Indications: Protecting “territory brands” for the benefits of rural producers

Challenges and Best Practices in the Protection and Enforcement of Geographical Indications (GIs)

Sokha Siem Reap Resort and Convention Center Siem Reap, Cambodia May 5, 2025

Lao Reasey: Deputy Director of DIP, MoC

Department of Intellectual Property, Ministry of Commerce

H/p: +855-12-807-346

E-mail: reasey_pp34@yahoo.com



Contents

I. Legal and Institution Development in Cambodia

Law on GI and its regulation of Cambodian

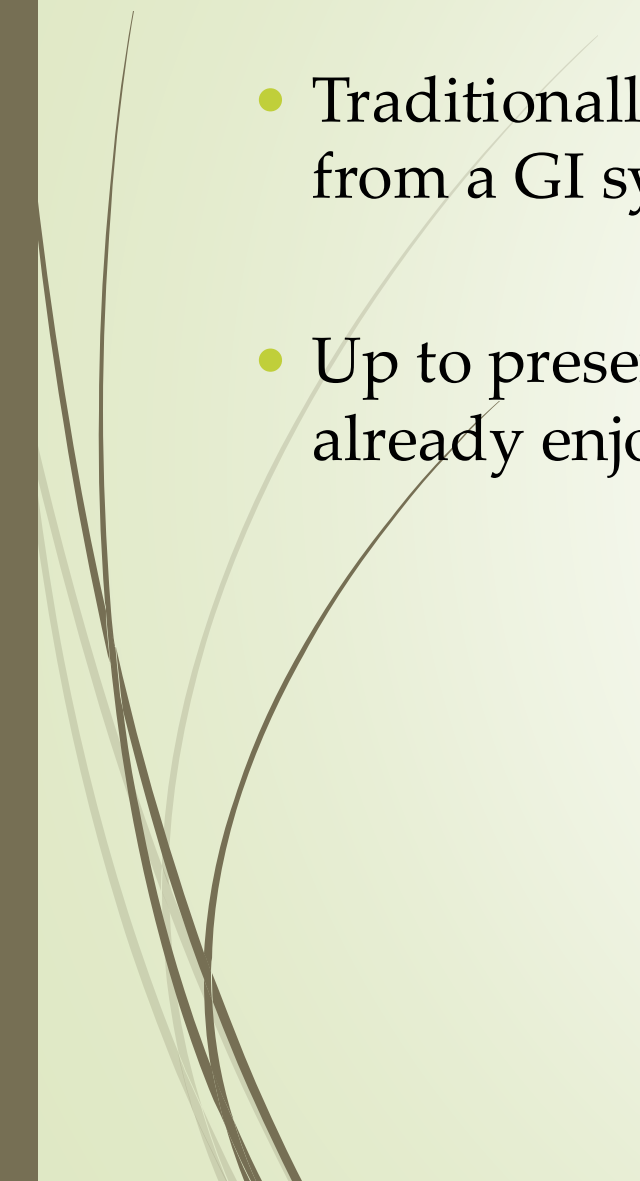
II. Protection and Enforcement of GIs in Cambodia

1. Protection of Cambodian and Foreign Geographical Indication
2. Case study of Kampot Pepper

III. Conclusion



I. Legal and Institution Development in Cambodia

- Traditionally, Cambodia has many specialties that potentially stand to benefit from a GI system
 - Up to present time, a number of products that stand to benefit from a GI already enjoy the value-added factor of market notoriety:
- 

I. Legal and Institution Development in Cambodia

- And some other potential products...
- **But** there is no legal protection exist to protect producers and economic actors concerned with these potential products (GI Law adopted 20/01/2014)
- Very often, we find that the notoriety of these potential products are used by sellers to sell the same products but from different origins



As results

- Consumers right are not protected: difficult to have access to the right products even if with higher price
- More and more consumers are reluctant to pay higher price for uncertain products, or they accept by taking risk only if the price are not much different
- Producers' loss the value added for their products, thus no incentive for quality improvement
- Thus, both producers and consumers have a common interest to have a legal protection on these products: GI law and producers' organization



I. Legal and Institution Development in Cambodia

- Law on “Geographical Indications” promulgated on 20th January 2014 (There are 17 chapters and 41 articles)
- Ministerial Regulation on Implementation of GI Law “ GI Regulation” on 29 December 2016
- A Prakas (Ministerial Regulation) on the Establishment and Use of National GI Logo for Certifying and Affixing on GI goods on August 16, 2010

Key components to consider for the protection of products of origin linked to geographical areas

- **Definition of Geographical Indication (GI):** A name or sign and/or other distinctive features which designate or represent the origin of a geographical area.
 - The name or sign is used to identify goods originating in a geographical area
 - That provides the basis for:
 - The quality
 - reputation or other
 - characteristics of the goods originating from that geographical area
- **Scopes of Geographical Indication Protection for Goods in Cambodia**
 - Agricultural Products
 - Food Products
 - Handicraft Products

Cambodia and Foreign GI Registration in Cambodia

☐ 07 Cambodia GI registered :

- ✓ **Kampot Pepper: 02 April 2010**
- ✓ **Kampong Speu Palm Sugar: 02 April 2010**
- ✓ **Koh Trung Pomelo: 15 June 2018**
- ✓ **Mondulkiri Wild Honey: 10 December 2020**
- ✓ **Kampot/Kep Salt: 24 April 2023**
- ✓ **Kampot/Kep Fish Source: 24 April 2023**
- ✓ **Takeo Giant Fresh Water Scrimp: 24 April 2023**

☐ Direct Filing for Foreign GI registered in Cambodia

- ✓ **Champagne: 12 April 2019**
- ✓ **Doi Tung Coffee: 05 May 2019**
- ✓ **Scotch Whisky : 25 October 2019**
- ✓ **Cognac : 21 September 2022**

Cambodian GI at International Registration and Protection

❑ **kampot Pepper:**

- ✓ EU: 18 February 2016
- ✓ Viet Nam: 28 December 2016
- ✓ Thailand: 17 March 2017
- ✓ Lisbon Agreement on Geneva Act on Appellation Origin and Geographical Indication: 14 February 2020

❑ **Kampong Spue Palm Sugar**

- ✓ EU: 20 December 2019
- ✓ Viet Nam: 28 December 2016
- ✓ Thailand: 17 March 2017

❑ **Kampot/Kep Salt: Lisbon Agreement on Geneva Act on Appellation Origin and Geographical Indication: 31 Octoer 2024 and pending at EU (DGAgri)**

Receiving foreign GI application under Lisbon Agreement on Geneva Act on Appellation Origin and Geographical Indication-WIPO

❑ In the Name of Contracting Party of Lisbon Agreement on Geneva Act on
Appellation Origin and Geographical Indication, DIP-MoC received foreign
255 GI applications

- ✓ Registered in 2022: 56
- ✓ Registered in 2023: 23
- ✓ Registered in 2024: 28


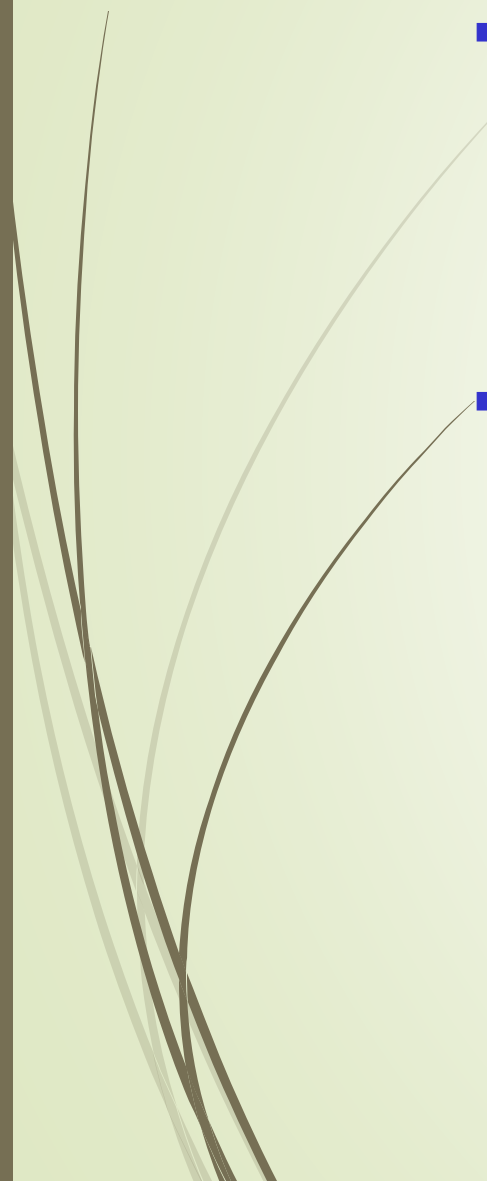
Some Potential Products in Cambodia



Products name	Province
1. Kirivong Pepper ព្រូមឈើវង	(Takeo) តាកែវ
2. Ratanakiri Coffee កាហ្វេរតនគីរី	(Ratanakiri) រតនគីរី
3. Mondulakiri Coffee កាហ្វេមណូលគីរី	(Mondulakiri) មណូលគីរី
4. Siem Reap Sausage សាច់គ្រុកសៀមរាប	(Siem Reap) សៀមរាប
5. Prahok Siem Reap (Fish Past) ត្រីប្រហុកត្រីតំក្លាញសៀមរាប	(Siem Reap) សៀមរាប
6. Phnomung Kohdach ពាម្យងរកៈដាច់	(Kandal) កណ្តាល
7. Phnom Srok Silk សូត្រភ្នំស្រុក	(Banteay Meanchey) បន្ទាយមានជ័យ
8. Stung Treng Pomelo ក្រូចផ្លែស្ទឹងត្រែង	(Stung Treng) ស្ទឹងត្រែង
9. Stung Treng Pine Apple ម្នាស់ទឹកឃ្មុំស្ទឹងត្រែង	(Stung Treng) ស្ទឹងត្រែង
10. Kampot Durian ទ្វីបដំឡូង	(Kampot) កំពត
11. Kampot fish source ទឹកត្រីកំពត	(Kampot) កំពត
12. Battambang Orange ក្រូចពោធិសាត់បាត់ដំបង	(Battambang) បាត់ដំបង
13. Battambang Rice អង្ករពោធិសាត់ដំបង	(Battambang) បាត់ដំបង
14. Battambang Nem ណែមពោធិសាត់ដំបង	(Battambang) បាត់ដំបង
15. Neang Am Rice អង្ករនាងអំ	(Kratie) ត្រពាំង
16. Pomelo Kok Trong ក្រូចផ្លែកោះទ្រូង	(Kratie) ត្រពាំង
17. Kralanch Kratie ក្រឡាងក្រចេះ	(Kratie) ត្រពាំង
18. Hol Prek Chankran ហ្វូងព្រែកចន្ទីរ	(Kampong Cham) កំពង់ចាម
19. Prawn Takeo បង្កាត់តាកែវ	(Takeo) តាកែវ
20. Sre Ronong Dug Eggs ពងទាប្លង់ស្រែនរោង	(Takeo) តាកែវ
21. Red rice Svay Rieng អង្ករក្រហមស្វាយរៀង	(Svay Rieng) ស្វាយរៀង
22. Cardamom Pursat ក្រព័ញពោធិសាត់	(Pursat) ពោធិសាត់

Kampot Durian

II. Protection and Enforcement of GIs in Cambodia

- 
- 
- **Misuse by similar product**
 - **Use with an identical name**
 - **Exploitation of the notoriety or reputation by non-comparable products**
 - **Use of name slightly different (part of the name, translation...)**

II. Protection and Enforcement of GIs in Cambodia

The use of a trademark regime to protect a GI name does not provide for a protection as comprehensive as the one offered by a sui generis GI system. GI producers must pay attention to the scope of the protection given.

► Article 23: Protection of Cambodian and Foreign Geographical Indication

The Cambodian and foreign geographical indications registered in the Kingdom of Cambodia shall be protected against any:

- a. Direct or indirect commercial misuse of a registered geographical indication in respect of identical or comparable goods to those of the registered geographical indication where the misuse benefited or would benefit from the reputation of the geographical indication;
- b. unauthorized use, imitation, evocation or translation of the geographical Indication even if the true origin of the goods is accompanied by the expression such as “style”, “type”, “method”, “manner”, “imitation”, or translations of such expressions, or of similar expressions likely to mislead the public;
- c. false or misleading indication as to origin, nature, or specific quality of the goods appearing on packaging, or in advertising materials or on other documents concerning the goods that are likely to mislead its origin;
- d. other practices likely to mislead the public as to the true origin of the goods.

II. Protection and Enforcement of GIs in Cambodia

➤ Case study of Kampot pepper

a. Establishment of Committee of Infringement of Kampot pepper

- Directorial General Dpt of Consumer Protection and Fraud Repression
- Police Economic (Mol)
- Provincial Dpt of Commerce
- DIP, MoC

b. Regional GI Project

Kampot pepper has been registered as a GI in the EU since 2016. It benefits of a high reputation on the EU market (notably in France, where it is quite commonly found in various shops). But it is likely that there are a number of cases of fake Kampot pepper sold. This occupy the market and generate a loss of market opportunities for genuine Kampot pepper.

II. Challenges of GIs in Cambodia

1. Limited Public Awareness

Many producers and consumers in Cambodia are not fully aware of what GIs are or how they protect local products. This leads to:

- Misuse of GI names.
- Low support for enforcement actions.

2. Counterfeit and Mislabeling Issues

• Domestic and cross-border counterfeit products using GI labels can enter the market, particularly when it comes to high-demand products like **Kampot Pepper** or **Koh Trong Pomelo**.

3. Limited Market Access and Traceability

- Ensuring traceability from producer to market is challenging, especially for smallholder farmers.
- Without strong traceability, it's hard to prove GI violations.

II. Best Practices for GI Enforcement in Cambodia

•Capacity Building and Training

- Regular training of government officials, police, judiciary, and producers on GI rights and enforcement.
- Partnerships with international organizations (e.g., EU, WIPO, FAO) have helped build this capacity.

Strengthening Producer Associations

- Empowering GI associations (like the Kampot Pepper Promotion Association) to self-monitor and report violations.
- These groups can act as the first line of defense against misuse.

Public Awareness Campaigns

- Promoting understanding of GI among producers, traders, and consumers.
- Branding and marketing strategies to build GI product identity.

Use of Technology and Certification Systems

- Adoption of QR codes and traceability tools to authenticate GI products.
- Certification logos regulated by the Ministry of Commerce help distinguish genuine products.

III. Conclusion

Improving the enforcement of Geographical Indications in Cambodia is essential not only for protecting the rights of producers but also for preserving the cultural identity and economic value of local products. While Cambodia has made significant progress with the registration and promotion of key GIs like Kampot Pepper and Kampong Speu Palm Sugar, enforcement remains a critical gap. Addressing this challenge requires a coordinated approach that strengthens legal frameworks, builds institutional capacity, empowers producer groups, and raises public awareness. By investing in traceability systems, supporting inter-agency collaboration, and engaging international partners, Cambodia can build a more robust GI protection system. This, in turn, will boost consumer trust, enhance export potential, and ensure that the benefits of GIs are equitably shared among local communities.



THANK YOU

www.cambodiaip.gov.kh

Lao Reasey: Deputy Director

E-mail: reasey_pp34@yahoo.com

Phone: +855-12-807-346