



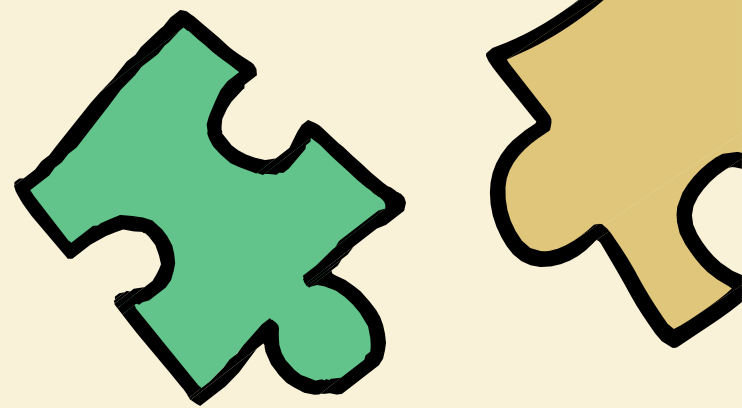
Supporting GI Producers in Protecting and Enforcing GI Rights in Laos

Presented by:

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Date:

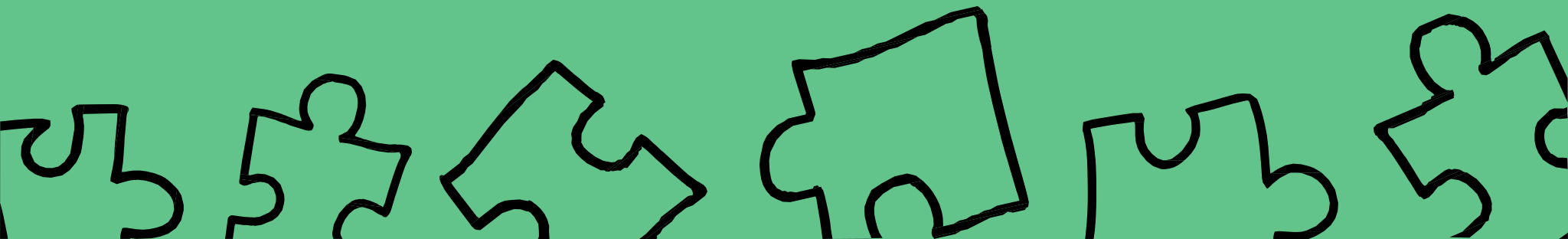
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Presentation Outline

- Introduction
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Introduction



Introduction

Lao PDR is a landlocked country in Southeast Asia with rich cultural and agricultural diversity. The country has been actively promoting Geographical Indications (GIs) as part of its strategy to enhance rural livelihoods, protect traditional knowledge, and promote high-quality local products.

GI protection is critical for safeguarding unique local products, promoting fair trade, and enhancing rural development.

It also contributes to national branding and economic sustainability.



Currently, Laos has successfully registered 07 domestic GI products:



Bolaven Coffee



**Paksong Tea
Komaen Tea**



**Luang Prabang Silk
Houaphanh Silk**

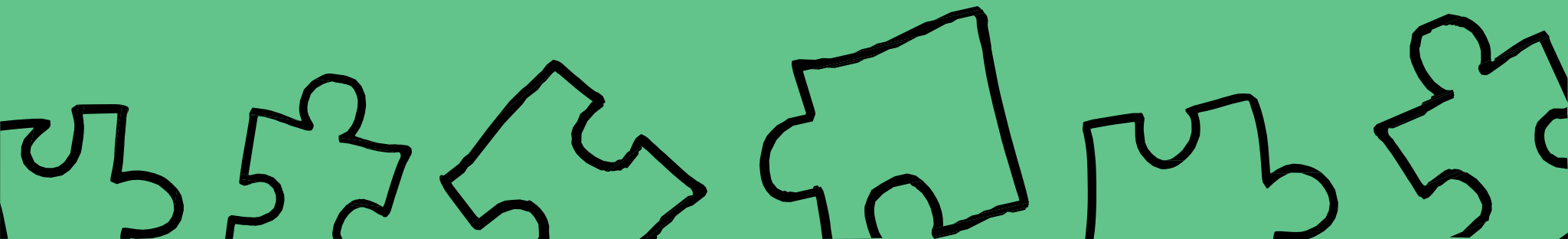


**Khao Kai Noi Xiengkhouang
Khao Kai Noi Houaphanh**

Efforts are ongoing to expand this list with potential candidates such as Xiengkhouang Silk, Nong bok pottery, Dakcheung ginseng, etc...

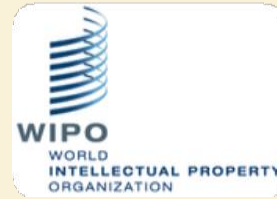


Overview of GI in Laos



Role of Department of Intellectual Property (DIP)

International collaborations (WIPO, ASEAN, EU ARISE+)

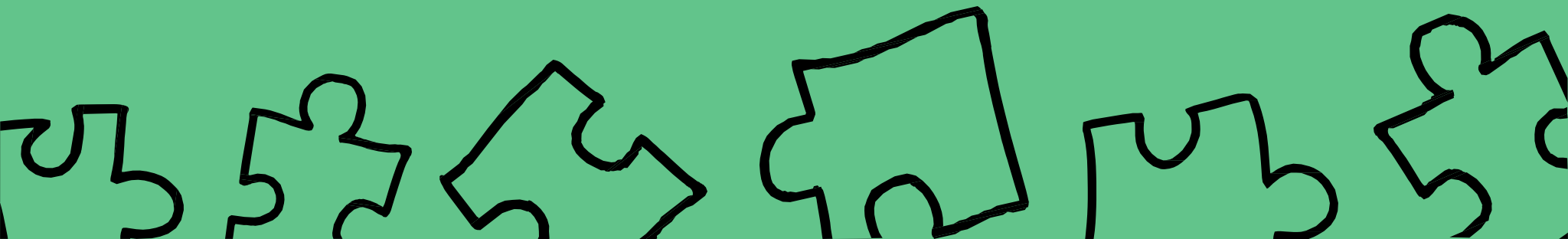


The Department of Intellectual Property (DIP) under the Ministry of Industry and Commerce is the main authority responsible for GI registration, protection, and promotion.

GI development in Laos has been supported through various regional and international initiatives, including collaborations with WIPO, EU, ARISE+, and the SCOPE IPR Project.

A multi-stakeholder approach involving producers, local authorities, and civil society has been promoted to ensure community ownership and sustainability of GI systems.

Challenges in Protecting and Enforcing GI Rights



Legal and Regulatory Challenges

- Although Laos has a legal framework in place under the IP Law, enforcement remains a challenge due to weak coordination and limited resources.
- In some provinces, authorities lack the necessary training to differentiate GI from trademarks or generic labels.



Market Challenges

- Instances of misuse of GI names by non-certified producers dilute the value and trust in GI products.
- Limited domestic and export market access for authentic GI producers makes it difficult for them to sustain economic viability.

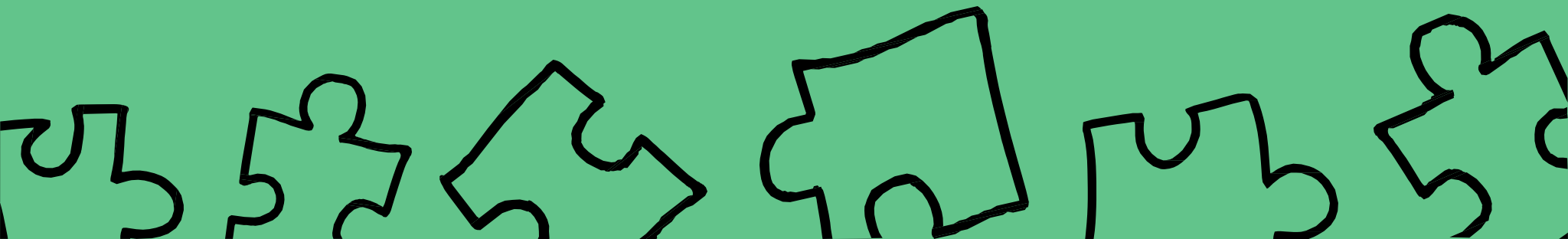


Capacity and Knowledge Gaps

- Many producers, especially in rural areas, lack understanding of their rights and obligations under GI registration.
- There is a lack of established systems for internal control and collective enforcement.



Best Practices and Efforts in Laos



Strengthening Legal Frameworks

- Recent revision of GI regulations to improve compliance and integrate better collective management provisions.
- Ongoing efforts to draft implementing decrees and practical enforcement guidelines.



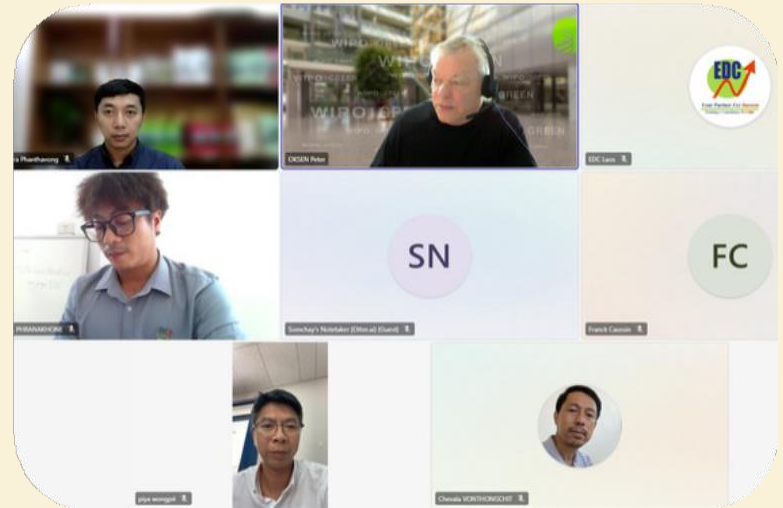
Capacity Building for Producers

- The DIP has organized regular training workshops for GI associations and producer groups in key GI regions.
- Topics include quality control, labeling, packaging, marketing, and enforcement practices.



Regional and International Cooperation

- Lao PDR has benefited from training and exchanges with other ASEAN members through ARISE+ and SCOPE IPR.
- Experiences from neighboring countries, particularly Success GI Kampot pepper from Cambodia have provided valuable insights for strengthening Laos' GI systems.

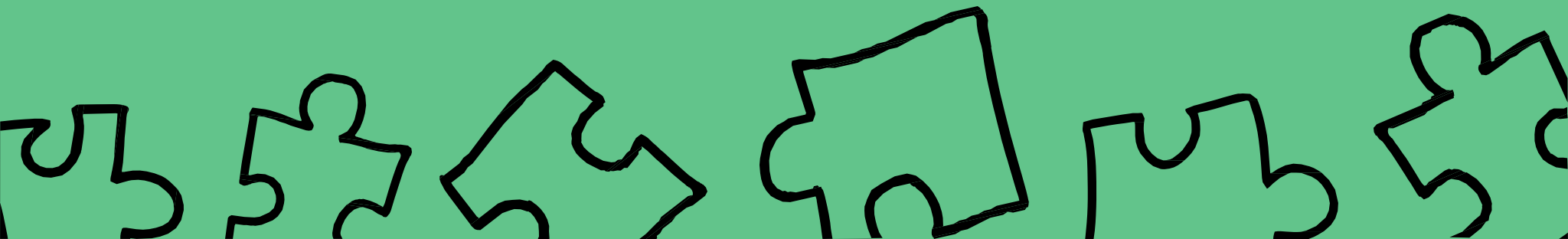


Public Awareness and Consumer Protection

- GI awareness campaigns are conducted through media, trade fairs, and exhibitions.
- The use of GI certification logos helps consumers identify authentic products and builds consumer trust.



Future Actions for Strengthening GI Protection

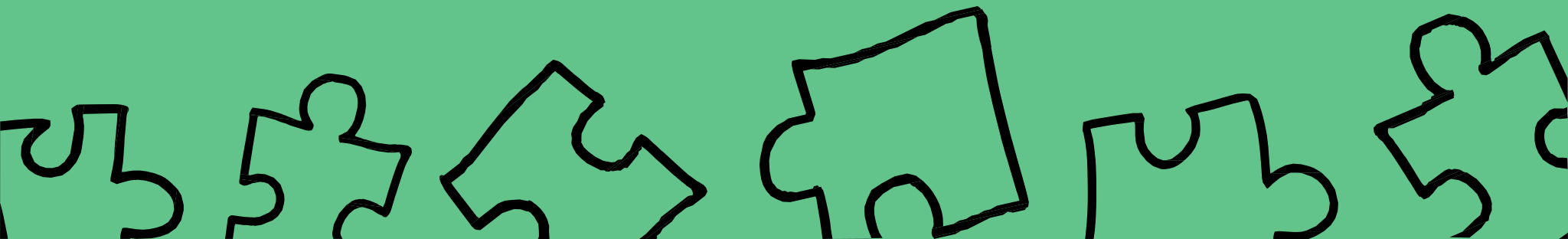


Future Actions for Strengthening GI Protection

- Improve inter-agency collaboration between DIP, customs, market surveillance authorities, and local governments.
- Develop a national digital GI traceability system for better monitoring and transparency.
- Empower producer groups to engage in collective enforcement actions and advocacy.
- Encourage the establishment of provincial-level GI support units for localized technical assistance.
- Mobilize financial and technical resources from development partners to sustain and expand GI initiatives.



Conclusion



Conclusion

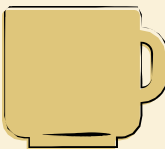


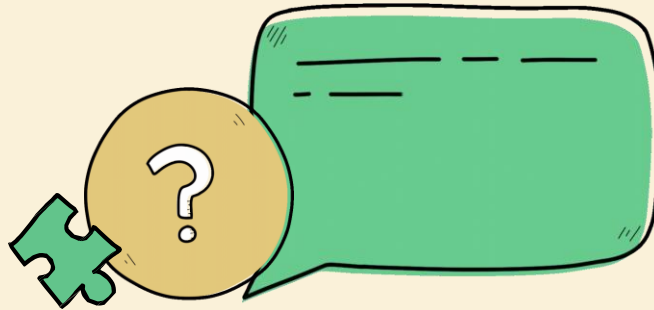
- GI protection is not only about IP, but also about protecting cultural heritage and creating inclusive economic growth.
- Laos is committed to strengthening its GI protection and enforcement systems and looks forward to deeper cooperation with ASEAN partners.
- Continued support and knowledge-sharing will be crucial to ensure that GI producers can fully benefit from their rights.



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Thank you for attention!





Q&A