

# **BEST PRACTICE SHARING ON COLLECTIVE GI ORGANIZATION**

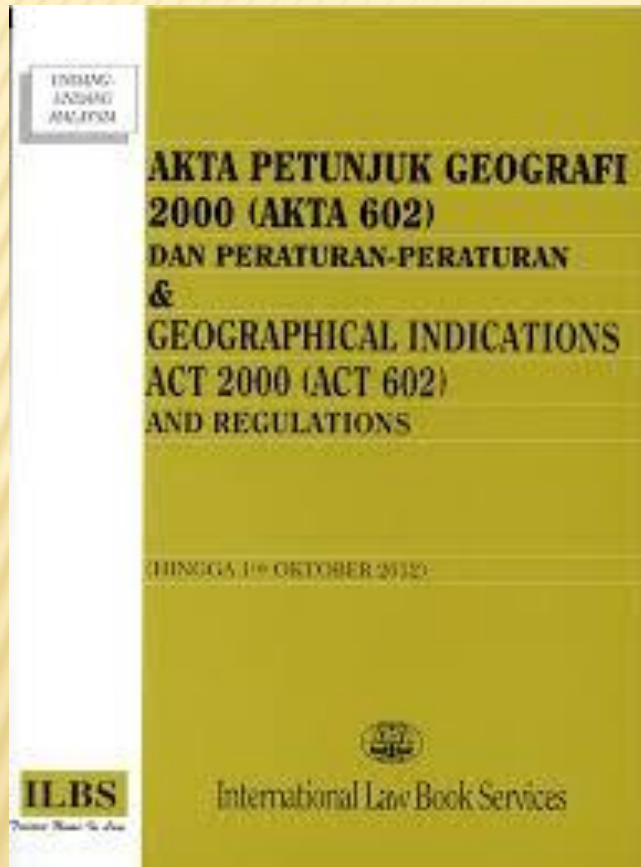
## **Geographical Indication - Sarawak Pepper**

Mr. Othman Sajili

Deputy Director General (Operation)

Malaysian Pepper Board

# INTRODUCTION

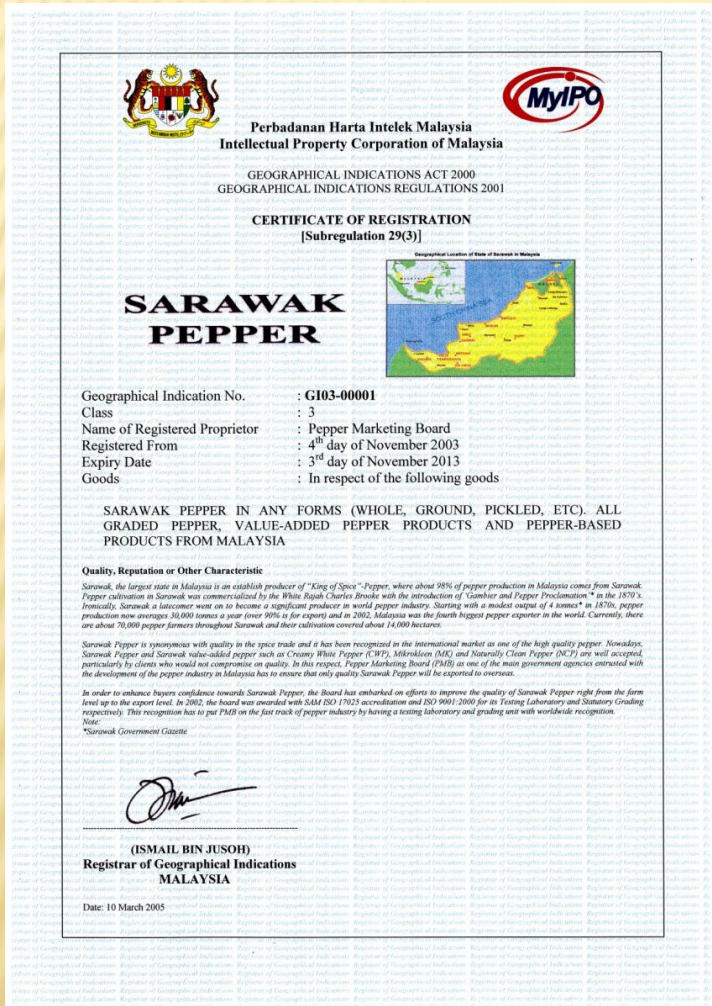


Geographical Indications Act 2000 defines geographical indication as an indication which identifies any goods as originating in a country or territory, or a region or locality in that country or territory, where a given quality, reputation or other characteristic of the goods is essentially attributable to their geographical origin.



**Malaysian Pepper Board** as a registered proprietor of Geographical Indication has the exclusive rights to exploit the geographical indication and gains recognition at domestic and international level for **“Sarawak Pepper”**.

# WHY SHOULD GI...



Registration of geographical indication is based on an ownership concept for the producers who are carrying on an activity in that specified geographical area and not an individual ownership concept.

It is not compulsory but encouraged to protect the interest of producer and consumer.

On the other hand, a geographical indication indicates where the goods are produced and has characteristics that are attributable to the place of the geographical origin.



# GEOGRAPHICAL INDICATIONS FOR SARAWAK PEPPER

Malaysian Pepper Board is the Registered proprietor of **Sarawak Pepper** Brand Name

Registered under the GI Act 2000

Certificate No. G103-00001

Since : 4th November 2003

Expiry:4th November 2023



- ✓ Primarily to protect the image of Sarawak Pepper both locally and abroad
- ✓ To protect Sarawak Pepper in any forms (whole, ground, pickled, etc) and all graded pepper, value added pepper products and pepper-based products from Malaysia

# CHRONOLOGY: GI REGISTRATION FOR SARAWAK PEPPER

- ❑ Application for GI registration for Sarawak Pepper :31st October 2003
- ❑ Receipt of application (MyIPO) : 4th November 2003
- ❑ Advertisement for registration : 31st December 2003
- ❑ Opposition to application : Nil
- ❑ Gazette notification : 20th Mei 2004
- ❑ Renewed: 15<sup>th</sup> Nov. 2013
- ❑ Expiry date: 4<sup>th</sup> Nov. 2023

# THE SCOPE OF PROTECTION OF A GI.

- ✘ Geographical indication's protection in Malaysia is territorial.
- ✘ As a statutory body established under the Malaysian Pepper Board Act 2006, MPB oversees all pepper related activities in the country, including the grading of all pepper for export.
- ✘ Sarawak Pepper – within the scope of a GI.



KCH250418

**GRADE CERTIFICATE**

**SARAWAK SPECIAL BLACK PEPPER**

The consignment of pepper berries/products mentioned below is, as declared by exporter, of **MALAYSIAN** origin AND has been inspected on **24 APRIL 2018** and found by the Board to be of **SARAWAK SPECIAL BLACK (YELLOW LABEL)** based on Certificate of Analysis/ Test Report no: **G/00107/2018** Issued by **MALAYSIAN PEPPER BOARD**.

Name of Exporter	Identification Marks on Bags	No. of Bags	Gross Weight	Label Nos. on Bags	Destination	Remarks
SYN MIN KONG SDN BHD	SMK BLACK PEPPER PRODUCE OF MALAYSIA	300	15,300.00 kgs (declared by exporter)	BS 792288-792587	MALAYSIA (PENANG)	

For and on behalf of  
The Malaysian Pepper Board



**MPB**  
LEMBAGA LADA MALAYSIA



A.L.S. CERTIFICATION  
ISO 9001 : 2015  
AJAJY0511026



STANDARDS  
M.S. ISO/IEC 17021:2011  
No. Akreditasi: Q3 20072009 CB 08

**GRADING AND CERTIFICATION SERVICES FOR SARAWAK PEPPER**

Application No: KCH250418  
Invoice No: 002402

Date : 26 APRIL 2018



**NELSON FU YEE KIUM**  
Penolong Pengarah (E44)  
Cawangan Kawal Selia Pasaran  
Lembaga Lada Malaysia

KUCHING : 1<sup>st</sup> Floor, Wisma Samajaya, Lot 1267, Muara Tabuan Road, Kuching, Sarawak, MALAYSIA.  
Tel: 062-362370, Fax: 082-362590 / 336877, E-mail: grading@mpb.gov.my,  
Homepage: www.mpb.gov.my

*Salinan Kastam*

2 March 2017

Buyers of processed Malaysian pepper are **assured** of receiving the quality of pepper that they agreed to purchase as per the **Grade** **Certificates** and colour labels **issued** by the **MPB**

# CERTIFICATE OF ORIGIN OF GOODS (COO)

- ✓ GI Certification as an evidence that certifies that Sarawak Pepper in a particular export shipment are wholly obtained, produced, manufactured or processed in Malaysia.
- ✓ Its also serve as a declaration by the pepper exporters that registered under Malaysian Pepper Board.

# CONCLUSION

---

Registrations for GIs are not necessary, however geographical indications of Sarawak Pepper enable MPB to obtain numerous benefits including:

- ✓ The exclusive right to exploit or use the Sarawak Pepper brand in the course of pepper trade;
- ✓ It confers legal protection to Geographical Indications in Malaysia
- ✓ Prevents unauthorized use of a Registered Geographical Indication
- ✓ It provides legal protection to Malaysian Geographical Indications which in turn boost pepper exports.
- ✓ It promotes economic prosperity of pepper industry players in a Malaysia territory.