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DRAFTING GI PRODUCT SPECIFICATION

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GENERAL POINTS IN DRAFTING GI PRODUCT SPECIFICATION

- The document should be sufficient in itself, without too many references, annexes or bibliography.
- The document should be precise and concrete.
- Use a plain, denotative and technical language.
- Avoid subjective or vague superlatives, such as ‘wonderful’, ‘excellent’, etc.
- Avoid exaggerate terms, such as ‘the best’, ‘the most preferable’, ‘the most sought after’, etc.
- Provide descriptions with scientific data.

VARIOUS FORMS OF GI SPECIFICATION

- Book of Requirement
- Book of Specification
- Description Document
- GI Technical Specification
- Single Document of GI Specification
- Document/s of GI Specification
- Documents of Requirements for GI Registration

MAIN ELEMENTS OF GI SPECIFICATION

1. Identity

- GI Name and GI logo
- Type of GI product
- GI collective management organization (CMO) or producer association
- Country of origin

2. Territory

- GI map depicting the geographical area where the GI product is produced

3. Reputation, quality, characteristic

- Reputation, quality and/or characteristic/s caused by the GI geographical environment

4. Link

- Causal link between the GI product with its geographical environment, including natural and/or human factor/s

5. Control of compliance

DECIDING THE NAME OF GI

The name of a GI should depict:

an indication or a name that **clearly indicates the link** between the product and its geographical origin. GI name can consist of direct or indirect GI.

- Direct indication to a geographical origin can consist of:
 - Name of a territory, region or locality of a country
 - Name of a village, reGENCY, municipality or province
 - One name uniting several villages or localities in a reGENCY.
- Indirect indication to a geographical origin can consist of:
 - Traditional or indigenous name of a product from the traditional area.

DECIDING THE NAME OF GI

- The name must be used to designate the specific product.
- The name should not be in a form of a creative name that can obscure the nature of the product.
- The name should not only consist of the general type of the product or a generic name. Instead, it should also refer directly to the specificity of the product.
- The name should have been used in commerce before the registration is sought.
- Avoid descriptive additional words such as ‘original’, ‘premium’, ‘traditional’, etc.
- The name should consist of common language designating that the specificity of the product has strong linkage with its geographical origin.

DECIDING THE NAME OF GI: EXAMPLES

‘Champagne’

Champagne is a sparkling wine produced from chardonnay, pinot noir and meuniere grapes cultivated within the Champagne area, in the north-east of France.

‘Kampot Pepper’

Kampot Pepper is produced in south Cambodia, in the district of Kampong Trach, Dan Tong, Toeuk Chhou, Chhouk and Kampot City in Kampot Province, Kep City and Damnak Chang Aeur district in Kep Province, Cambodia.

‘Tenun Ikat Sikka (Sikka Ikat Woven Fabric)’

Tenun Ikat Sikka is produced in Sikka regency, including its capitol regency Maumere, in Flores island, East Nusa Tenggara sub archipelagic province, Indonesia.

DECIDING THE TYPE OF GI PRODUCT

The type of GI product can be derived from the category or classification applicable in the national level of each country of origin, such as:

- Agricultural products: food products, herbal products, non eatable agricultural products
- Non-agricultural products: cloth products, handicrafts
- Industrial products
- Wild products
- Organic products
- Mountain products
- Aquatic products

DECIDING THE TYPE OF GI PRODUCT : EXAMPLE

GI category of goods in Singapore:

- Wine
- Spirits
- Beers
- Cheese
- Meat and meat products
- Seafoods
- Edible oils
- Fruits
- Vegetables
- Spices and condiments
- Confectionery and baked goods
- Flowers and parts of flowers
- Natural gum

DECIDING THE TYPE OF GI PRODUCT : EXAMPLE

GI category of products in European Union:

<ul style="list-style-type: none"> ▪ Wines ▪ Aromatized wines ▪ Agricultural products & foodstuffs ▪ Spirits ▪ Fresh meat (and offal) ▪ Meat products (cooked, salted, smoked, etc.) ▪ Cheeses ▪ Other products of animal origin (eggs, honey, various dairy products except butter, etc.) ▪ Oils and fats (butter, margarine, etc.) 	<ul style="list-style-type: none"> ▪ Fruit, vegetables and cereals fresh or processed ▪ Fresh fish, mollusks, and crustaceans and products derived therefrom ▪ other products of Annex I of the Treaty (spices etc.) ▪ Beer ▪ Chocolate and derived products ▪ Bread, pastry, cakes, confectionery, biscuits and other baker's wares ▪ Beverages made from plant extracts ▪ Pasta 	<ul style="list-style-type: none"> ▪ Salt ▪ Natural gums and resins ▪ Mustard paste ▪ Hay ▪ Essential oils ▪ Cork ▪ Cochineal ▪ Flowers and ornamental plants ▪ Cotton ▪ Wool ▪ Wicker ▪ Scutched flax ▪ Leather ▪ Fur ▪ Feather
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DRAFTING THE QUALITY OF GI PRODUCT

- high or premium quality
- comply with the international/national quality standards on:
 - substance of the product
 - Hygiene, safety and health
 - Packaging
 - Labelling
 - supporting environment sustainability, such as: standards of organic products, environmental friendly products, against animal cruelty products.

DRAFTING THE QUALITY OF GI PRODUCT

- Begin the drafting with the intention to answer the question about ‘what’ or ‘which’ are the components that make the product having special quality
- Begin the description of the quality with the detailed type of the product
- Do not translate the original name of the product
- Argue the quality of the product with technical and scientific data obtained from research, such as the data about specific physical and chemical ingredients in the product
- Use the scientific language related the product, such as the language used by agronomic scientist, food technologist, aquatic product scientist, expert of design product, or anthropologist.
- Use common definitions and standards of quality to measure the quality of the product

DRAFTING THE QUALITY OF GI PRODUCT : EXAMPLE

Vanili Alor has 5 (five) standardized qualities of a fine vanilla from Alor archipelagic region of Indonesia, those are:

1. The color shall be shiny black
2. The form shall be smooth, without any wrinkle
3. The body shall be flexible so it can be rolled up around a finger and come back to its original shape without being broken
4. The scent shall have a strong vanilla fragrance
5. The density shall be solid.

Failing to meet the standards means unable to exercise the right to use the GI logo of the Vanilla Alor alongside with all aspects of the right thereof.



vanili-Indonesia.com

DRAFTING THE CHARACTER/S OF GI PRODUCT

The drafted characters should be:

- distinctive, which can differentiate the product from other products in the same category or classification
- inherent and stable
- caused or mainly influenced by the geographical origin's environmental factor/s of the product
- provide the product with unique character/s, such as: unique taste or unique appearance
- make the product special as opposed to ordinary products on the eyes and impression of the consumers
- can be used to shape a niche market

DRAFTING THE CHARACTER/S OF GI PRODUCT

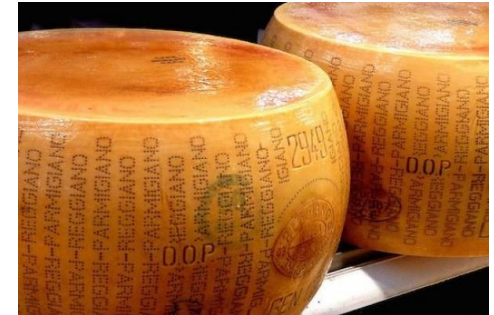
- Do not translate the original name of the product
- Begin the drafting with the intention to answer the question of ‘what’ or ‘which’ is/are the factor/s that make/s the product having special character/s
- Explain the raw materials, properties, or feeds which provide the product with the specific character/s
- Argue the specificity of the character/s of the product with data from research
- It would be better if the scientific data on how the special character/s of the product is/are recognizable by consumers and influential in the existing market is also provided.
- Do not include features of the product which have no direct relation the character/s

DRAFTING THE CHARACTER/S OF GI PRODUCT: EXAMPLE

“Parmigiano Reggiano is a hard cheese made from unpasteurized cow's milk, partially skimmed by natural surface skimming. It must be matured for at least 12 months. It can be sold as a whole wheel of cheese, in portions or grated. It is cylindrical in shape and has a diameter of 35-45 cm, height of 20-26 cm and minimum weight of 30 kg. The color of the body of the cheese is between light straw-colored and straw-colored. The taste is fragrant, delicate, flavorsome but not pungent.”



parmashop.com



culturecheesemag.com

DRAFTING REPUTATION OF GI PRODUCT

Degree of reputation in Trademark system:

- Known trademarks
- Well known trademarks
- Famous trademarks

Possible reputation in GI system:

- Local reputation
- National reputation
- International reputation

Reputation should be drafted based on the available research on consumers rather than merely assumption

DRAFTING REPUTATION OF GI PRODUCT: EXAMPLES

National-regional reputation of Cilembu Sweet Potatoes and Pekalongan Batik prior to GI registrations were conducted by research using the following methods:

Mode		Criteria of Participant	Exclusion
Institutional data	qualitative quantitative	authorized person	unauthorized officers or experts
Interview	qualitative	expert and authorized person	authorized but inexperienced
Market polling	quantitative	consumers on the spotting markets	traders, retailers, sightseeing consumers
Focus Group Discussion/Rapid Rural Appraisal	qualitative	representative persons	government or local government officers

DRAFTING GEOGRAPHICAL ENVIRONMENT OF GI PRODUCT

- The main purpose of drafting the geographical environment of a GI product is to establish the **causal linkage** between the product and its geographical origin
- The causal link can be established by the description of:
 - Natural factor:
soil, ground level, water, acidity of the soil, minerals, humidity, endemic plants, animals, etc.
 - Human factor:
local culture, local history, traditional processing technique, local wisdom, etc.

DRAFTING GEOGRAPHICAL ENVIRONMENT OF GI PRODUCT : EXAMPLE

Kintamani Bali Coffee

Natural Factors

“The Kintamani area is located in the northeast of the province of Bali, which is tropical, with a latitude between 115° 5 E and 115°30 E, arc line 8°10, S and 8°20 S. This area has a cool mountainous nature, which includes slopes and bumpy plains. The vegetation includes forest plants, horticulture, food crops and arabica coffee. Height of 900-1,550 m, slope. 0-60%. Rainfall is 2,990 mm / year (for 139 days) type of rainfall CD (dry), distribution of rainfall 4-5 dry months / year (dry period June-September), 1 month moist/year, 6-7 months of rain/year. Temperature of 15°C (night) 22°-26°C (afternoon). Relative humidity 80-99%. Soil. Qbb geological formation (tufa material and deposits of Buyan Bratan and Mount Batur lava quarter quarter). Entisol and inceptisol (regusol) soil types, high physical and chemical fertility levels with sand texture struggling, sandy cloud. Solum 50-120 cm. Moderate acidity (rainfall data and soil test results are attached).”



kopibalikintamani.com

DRAFTING GEOGRAPHICAL ENVIRONMENT OF GI PRODUCT : EXAMPLE

Kintamani Bali Coffee

Human factors

“For centuries, farmers in Bali island, Indonesia, have organized themselves in traditional institutions called Subak Abian. Subak Abian is a traditional socio-religious institution of Balinese traditional farmers. In carrying out their functions and duties, members of Subak Abian in Bali, including in Kintamani, are guided by the principle of Tri Hita Karana. Tri Hita Karana means that there are three (*tri*) causes (*karana*) to achieve happiness (*hita*): the harmony relations with God, other human beings and environment. Tri Hita Karana principles are manifested by Kinamani Bali farmers in producing, processing and marketing the arabica coffee in Kintamani.”



DRAFTING HISTORY AND TRADITION OF GI PRODUCT

- Natural history
 - History of the site, natural structure, or ecosystem
- Cultural history
 - Traditional context, traditional usage of the product
- Legend
 - Legend of the product, especially non-agricultural product, as a proof of the cultural depth of the product

DRAFTING HISTORY AND TRADITION OF GI PRODUCT: EXAMPLES

Cultural History of Amed Salt

“Archaeological data about Amed local history is found on lontar leaves named Lontar Pamuder. Lontar Pamuder substantiated that Amed Salt had been widely produced before 1.500 Saka year of Balinese calendar or 1.578 AD. In that year, the King of Karangasem local kingdom in Bali, whose territorial authority also covered Amed area, asked the community of Amed to submit Amed salt as a tribute to the King. In that time, the value of Amed salt in barter was as high as Balinese staple foods, notably: rice, potatoes and corns.”



Legend of Cilembu Sweet Potatoes

“Anthropological data depicts that there is a legend in Cilembu village about the distinctive flavor of Cilembu sweet potatoes. Traditional farmers in Cilembu village believe that the distinctive character of the potatoes that producing caramels after baking was because long time ago, the King of Sunda and Galuh local kingdoms in West Java called Prabu Siliwangi (born in 1401) visited Cilembu village, was impressed by the sweetness of the potatoes and blessed the potatoes to remain sweet.”



DRAFTING GI MAP

The map of GI should not be an administrative map, but a special map of geographical origin, depicting the borderline where the predominant source of the product is originated. It could consist of one or several administrative villages, but the borderline of the villages themselves cannot be used to draw the map without enough data about the actual source of the product.

Agricultural product:

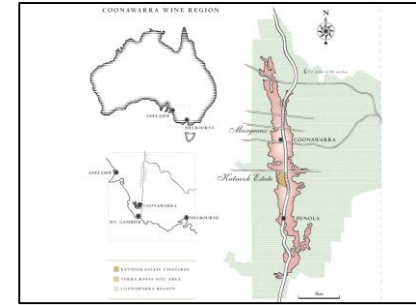
Environmental map showing the precise natural borderline from which the predominant natural factor of the environmental ecosystem exists

Non-agricultural product:

Cultural map where the producers of the product reside, conduct the production process, and/or make the tradition of the production a living culture

DRAFTING GI MAP : EXAMPLE

Coonawarra Wine of Australia



<https://www.wineaustralia.com/labelling/geographical-indicators/labelling-gi-coonawarra>

DRAFTING PRODUCTION PROCESS

- Production process should be backed up by a strong product specific justification.
- The production process should consist of the method, step by step and/or rules of production process, for example, the process about cultivating, planting, or processing the product from the beginning to the end.
- The production process should be drafted in detail, for example, by including the method of ploughing the land, planting the seeds, and harvesting the plants, or slicing, brewing, cooking, and preparing the food.
- The drafting of production process may include the rules of packaging.
- The prohibition of re-packing, if necessary, should be clearly stated.

DRAFTING PRODUCTION PROCESS : EXAMPLE



Planting

- The type of coffee is Arabica with varieties of Kopyor, S795, & USDA 762.
- Spacing of 2.5 X 2.5 m or 1,600 trees/hectare.
- The shade is planted between the coffee trees.
- Fertilizing 1 (one) year 2X using manure, also can with vegetable compost, and absolutely not allowed with chemical fertilizers.
- Coffee pruning is done through single stem-shaped pruning with a height of about 180 cm. in addition to the initial trimming, pruning is also regularly held off harvest, rough wiwil and fine wiwil.
- Pest / disease control is carried out through the IPM system by utilizing natural enemies and biological agents. Use of pesticides is prohibited.
- Bali Kintamani IG coffee is planted under the shade tree.
- Among the coffee plants, weeds must be cleaned.

DRAFTING PRODUCTION PROCESS : EXAMPLE

Processing Method

- During the harvest period, selective hand picking must produce at least 95% red spindles, and as large as yellow spindles, but completely without green or black spindles.
- Picked results must be submitted to the processing unit on the same day, and immediately processed.
- Red spindles are sorted manually by mining, floating sponges are not processed.
- Exfoliation is done by machine or manually using clean water, after peeling the coffee beans remain in the floating float will be separated, the fermentation process is carried out for 12 to 36 hours. The end of the washing is sun drying on the para-para. Drying is done until the water content reaches 12%, which usually lasts up to approximately 14 days.
- Processing units (machinery, tanks for fermentation, canals and soil) must be cleaned every day, right after processing.
- The dried HS coffee produced must be stored in a new sack for at least two months at the management site, storage must be carried out in a dry and clean room.



DRAFTING PRODUCTION PROCESS : EXAMPLE

Roasting Method

A general recommendation for Kintamani Bali Coffee IG is recommended for roasting with medium maturity (medium roast).

Packing

For packaging (packaging), Kintamani Bali Coffee IG must use airtight packaging with three layers of protection, it is recommended to use a one-way valve (one valve).



DRAFTING PRODUCTION PROCESS : EXAMPLE – SHORT VERSION

Khao HomMali Thung Kula Rong-Hai

“The rice seeds used to produce Khao Hom Mali Thung Kula Rong-Hai must be grown in Thung Kula Rong-Hai. The whole of the production cycle must take place in the defined geographical area to ensure that it is conducted entirely under the geomorphological conditions specific to this area. Harvesting is governed by specific rules that cover the dates (from October to December), phenological stages and grain moisture to guarantee the hygiene and safety of the product and complete traceability of the rice in the region of origin and even, in many cases, to the original farmer. Khao Hom Mali Thung Kula Rong-Hai must be packaged within the area in which it is produced. Repackaging is not allowed in order to prevent any possible contamination or alteration of the product. Packages must be labelled with the weight, date of packaging, and name of the mill or cooperative.”



DRAFTING PRODUCTION PROCESS : EXAMPLE – SHORT VERSION

Lamphun Brocade Thai Silk

“The production is complex but always follows ancient methods. After having used the mulberry leaves to feed their silkworms, practitioners of sericulture (silk making/cocoon producers) process the silk filaments from the golden yellow cocoons to get the long, soft and lustrous thread that boasts high tensile strength and elasticity. These threads are then dyed, before being woven. A timber is used for the weaving loom structure, on which the shuttle is inserted manually. The silk thread is wound around a bobbin. The process begins by winding the wire in coils. The silk pieces are prepared according to the width and length required. The number of threads is used to calculate how much wire is needed.”





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