



Promoting Intellectual
Property Rights in the
ASEAN Region

IMPORTANCE OF GI REGISTRATION AT NATIONAL LEVEL AND ABROAD

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IMPACT STUDY: Purpose and Implementation

“Impact Study of ASEAN GI registration in the ASEAN region” (August 2020 – April 2021):

- **Objective:** Provide with **qualitative and quantitative** data on the **economic and socio-cultural benefits** that may be obtained when registering GIs at national level and abroad
- **Participating GI producers’ associations:**

7 ASEAN GIs
Kampot Pepper (Cambodia)
Kampong Speu Palm Sugar (Cambodia)
DoiTung Cofee (Thailand)
Lamphun Brocade Thai Silk (Pha Mai Yok Dok Lamphun - ผ้าไหมยกดอกกลาพูน) (Thailand)
Buôn Ma Thuật Coffee (Viet Nam)
Mộc Châu for Shan Tuyết Tea (Viet Nam)
Văn Yên for Cinnamon (Viet Nam)

6 GIs AROUND THE WORLD
Aceto Balsamico di Modena (Italy)
Champagne (France)
Queso Manchego (Spain)
Parmigiano Reggiano (Italy)
Tenera Gallega (Spain)
Café de Colombia (Colombia)

IMPACT STUDY: Economic benefits for producers

- **Improvement in the product's quality:**
 - **Agreed** standards and careful monitoring
 - **Improvement** on traceability, controls, labelling and transparent information
 - **More attention** to sustainable development, animal welfare, etc.
 - **More plantations and cooperatives** in the geographical area
 - **Scientific advances** and enhanced **production and processing techniques** to meet demand

- **Increase in the production volume:**

GI	Evolution of production volume		% increase (timeframe)
Kampot Pepper (Cambodia)	17,392 profitable poles (2009)	250,786 profitable poles (2019)	+ 1342% (in 10 years)
Kampong Speu Palm Sugar (Cambodia)	38,200 Kg. (2014)	123,150 Kg. (2018)	+ 222% (in 4 years)
Queso Manchego (Spain)	3,731,535 Kg. (1995)	15,313,020 Kg. (2019)	+ 310% (in 24 years)
Ternera Gallega (Spain)	3,811 Tons (1994)	21,235 Tons (2019)	+ 457% (in 25 years)

IMPACT STUDY: Economic benefits for producers (II)

■ Increase in the selling price:

GI	Evolution of selling price		% increase (timeframe)	
Kampot Pepper (Cambodia)	Black pepper	4.50\$ (2009)	15.00\$ (2019)	+ 233% (in 10 years)
	Red pepper	8.00\$ (2009)	25.00\$ (2019)	+ 212 (in 10 years)
	White pepper	10.00\$ (2009)	28.00\$ (2019)	+ 180% (in 10 years)
Kampong Speu Palm Sugar (Cambodia)		1.04\$/Kg. (2014)	1.48\$/Kg. (2018)	+ 42% (in 4 years)
Mộc Châu for Shan Tuyết Tea (Viet Nam)		0.2\$ / Kg. (2010)	0.3\$/Kg. (2019)	+ 50% (in 9 years)
Queso Manchego (Spain)		9.20\$/Kg. (1995)	14.70\$/Kg. (2019)	+ 60% (in 24 years)
Ternera Gallega (Spain)		5,47\$/Kg. (1994)	7.09\$ /Kg. (2019)	+ 29% (in 25 years)
Café de Colombia (Colombia)		8,028,823 billion \$ (2005)	23,678,290 billion \$ (2019)	+ 109% (in 14 years)

■ Increase in the price of raw materials:

GI	Evolution of price of raw materials		% increase (timeframe)
Mộc Châu for Shan Tuyết Tea (Viet Nam)	0.044 \$/Kg. fresh tea buds (2010)	0.087 \$/Kg. fresh tea buds (2019)	+ 97% (in 9 years)
Ternera Gallega (Spain)	4.70 \$/Kg. beef carcass (1994)	5.66 \$/Kg. beef carcass (2019)	+ 457% (in 25 years)

IMPACT STUDY: Economic benefits for producers (III)

■ Increase in sales in the local/ national market:

GI	Evolution of sales in the local / national / EU market		% increase (timeframe)
Kampot Pepper (Cambodia)	2,898.15 Kg. (2009)	14,400 Kg. (2019)	+ 397% (in 10 years)
Buôn Ma Thuột Coffee (Viet Nam)	500 Tons of coffee beans (2013)	3,600 Tons of coffee beans (2019)	+ 620% (in 6 years)
Queso Manchego (Spain)	3,389,483 Kg. (1995)	5,424,729 Kg. (2019)	+ 60% (in 24 years)
Ternera Gallega (Spain)	4,890 Tons (2002)	11,112 Tons (2019)	+ 127% (in 17 years)
Café de Colombia (Colombia)	1,226,649 of 60 Kg. bags (2005)	1,859,779 of 60 Kg. bags (2019)	+ 51% (in 14 years)

■ Increase in export sales:

GI	Evolution of export sales		% increase (timeframe)
Kampot Pepper (Cambodia)	6,726.35 Kg. (2009)	33,600 Kg (2019)	+ 397% (in 10 years)
Buôn Ma Thuột Coffee (Viet Nam)	4,700 Tons of coffee beans (2013)	22,600 Tons of coffee beans (2019)	+ 381% (in 6 years)
Queso Manchego (Spain)	598,657 Kg. (1995)	11,206,232 Kg. (2019)	+ 1772% (in 24 years)
Ternera Gallega (Spain)	110 Tons (2002)	658 Tons (2019)	+ 498% (in 17 years)
Café de Colombia (Colombia)	10,871 thousand of 60 Kg. bags (2005)	13,675 thousand of 60 Kg. bags (2019)	+ 25% (in 14 years)

IMPACT STUDY: Economic benefits for producers (IV)

OTHER BENEFITS:

- **Increase in the demand:** For ASEAN GIs mainly in the domestic market, while for GIs around the world both domestically and abroad
- **Better positioning the product in the market as well as accessing and competing in other countries,** in particular:
 - **Greater recognition and reputation** to the GI product
 - **Differentiation of GI products** from products of other origins
 - **Better commercial transparency**
 - Means for the **initial approach to a new market**
 - **Assurance of GI protection** in national and foreign markets

IMPACT STUDY: Economic benefits for the GI value chain

- **Legal title to protect the GI and take action against infringements:**
 - **Registration in foreign countries: Challenges**
 - **Lack of knowledge** about advantages to register the GI
 - **Uncertain legal frameworks**
 - **Lack of funding** to hire representatives and pay applications
 - **Cumbersome documentary requirements** during GI application
 - **Skepticism** about enforcement measures by government authorities
 - **Regular market surveillance of sales channels, market places, internet, etc.**
 - **Directly by the GI management body** (personnel, in-house lawyers, hidden buyers, etc.)
 - In collaboration **with other GI management bodies**
 - **Reported** by producers, processors, other operators, specialized agencies, etc.
 - Through complaints **before competent authorities**
 - **Action against infringements:** working with **professionals and competent authorities**

IMPACT STUDY: Economic benefits for the GI value chain (II)

■ Increase in the number of producers and/or processors:

GI	Evolution of the number of GI operators		% increase
Kampot Pepper (Cambodia)	113 producers (2009) / 7 companies (2009)	455 producers / 38 companies (2019)	+ 302% producers + 442% processors
Lamphun Brocade Thai Silk (Pha Mai Yok Dok Lamphun - ผ้าไหมยกดอกลำพูน) (Thailand)	15 /16 groups of producers (2006)	20 groups of producers (2020)	+ 25% groups of producers
Aceto Balsamico di Modena (Italy)	59 producers (2011)	64 producers (2019)	+ 8,5 producers
Tenera Gallega (Spain)	2,560 producers / 46 processors (1994)	8,298 producers / 96 processors (2019)	+ 224% producers +109% processors

■ Development of the GI management body (producers' association):

- Bringing together, structuring and professionalizing the GI value chain
- Fostering **effective governance** regarding the GI (monitoring, coordinating, etc.)
- Allowing for a **participatory approach** to decide on the GI, enhancing the communication and negotiation between stakeholders
- Helping to **raise awareness** on the importance of controls and transparency
- Fostering the improvement on the reputation of the GI through **collective promotion** of stakeholders

IMPACT STUDY: Socio-cultural benefits for consumers and customers

- Improvement of the perception of the product's quality
- Better recognition and reputation of the products covered by the GI
- Awareness raising on the importance of controls and transparent information
- Assurance on the uniqueness and authenticity of GI products linked to a specific origin

NATIONAL / REGIONAL GI LOGOS



LOGOS OF REGISTERED GIs



IMPACT STUDY: Socio-cultural benefits for the region

- **Improvement of local economy and rural development of the territory where the GI is produced:**
 - Contributing to the **environmental sustainability**
 - **Stopping rural migration**
 - Fostering the **diversification of production**
 - Helping to **avoid delocalization** of the production
 - **Motivating farmers to stay in the region**, even younger generations
 - Contributing to **job creation**
 - Strengthening the **territory's reputation**
 - Bringing **value to the land**
 - Having a **positive impact in tourism**

IMPACT STUDY: Lessons learnt

- **Experiences of producers' association** that have already registered their GI teach us the benefits of GI development and the importance of GI registration.
- There is **clear evidence** of the **valuable economic and socio-cultural benefits** that GIs have experienced since GI registration. **Thanks to the GI:**
 - The product's quality may be appreciated and improved
 - Producers may obtain tangible economic benefits for their efforts
 - The value chain may be strengthened and improved
 - Consumers may get transparent information of authentic GI products linked to a specific origin
 - The local economy and communities of the territory where the GI product is produced may be developed

Given the **great potential of quality products in the ASEAN region** and the benefits that these products could obtain through their recognition and protection, **it is worth developing and registering GIs in ASEAN countries and abroad!!!**

IMPACT STUDY: Recommendations

- **Learn from experiences of GI producers' associations** that have followed the GI route.
- Contact the **ASEAN IP Office in your country** to know more about **how to register your GI**.
- **Gather the GI value chain**, share the gained knowledge today, assess the development status of your product and **jointly organize the development and registration of your GI**.
- **Register your GI in your country first** and then explore registering it in other ASEAN countries and abroad.
- Once registered, **commit to developing your GI** to achieve the economic and sociocultural benefits that it can offer.
- Once registered, commit to developing a **robust protection strategy** to monitor the market for potential abuses and use the conferred right to take action against infringements.



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Questions and comments are welcome!



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