



Promoting Intellectual
Property Rights in the
ASEAN Region

IMPORTANCE OF GI REGISTRATION AT NATIONAL LEVEL AND ABROAD

Ms. Ester Olivas Cáceres – GI Expert | Valencia (SPAIN) |
23 September 2021



Funded by the European Union



This Project is funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)

CONTENTS OF THE PRESENTATION

- **“Impact Study of ASEAN GI registration in the ASEAN region”**
 - Purpose and implementation
 - Summary of **main findings**:
 - **Economic benefits** for producers and the GI value chain
 - **Socio-cultural benefits** for consumers and the region
- **Lessons learnt**
- **Recommendations**

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 - ผ้าไหมยกดอกลำพูน) (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)
Tenera 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)
Tenera 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.



Promoting Intellectual
Property Rights in the
ASEAN Region

Questions and comments are welcome!



Funded by the European Union



This Project is funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)



Promoting Intellectual
Property Rights in the
ASEAN Region



[@EUIPcooperation](#)



[Fb.me/EUIPcooperation](#)



[Linkedin.com/company/
eui cooperation](#)

[www.ariseplusipr.eu](#)

THANK YOU



Funded by the European Union



This Project is funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)