



Promoting Intellectual
Property Rights in the
ASEAN Region

INTRODUCTION ABOUT GEOGRAPHICAL INDICATIONS (GIs)

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



Funded by the European Union

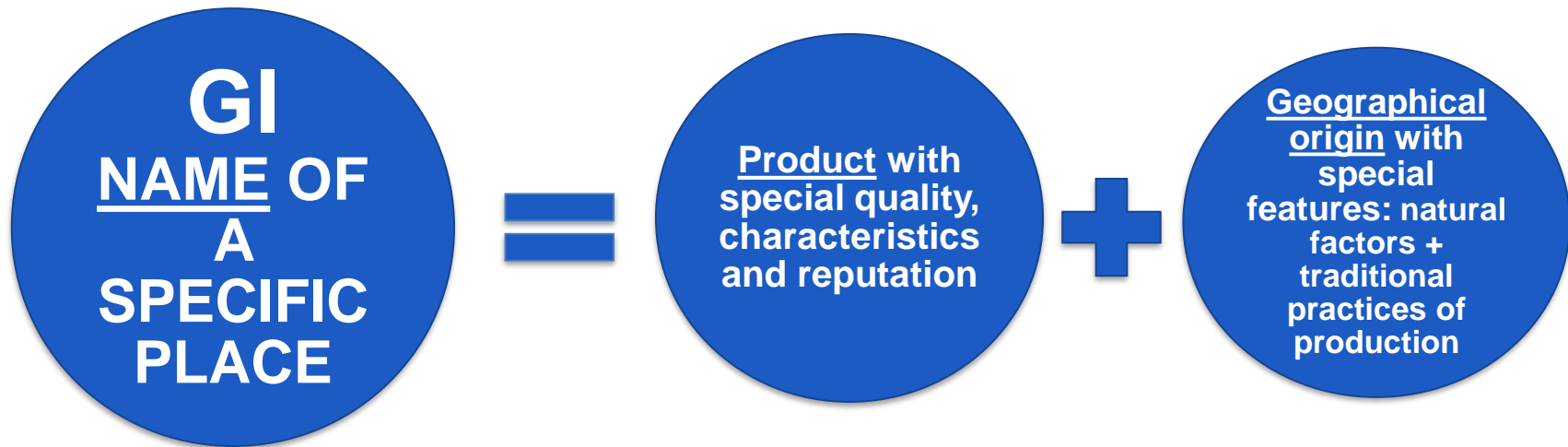


This Project is funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)

CONTENTS OF THE PRESENTATION

- **Geographical Indication (GI):** Concept and purpose
- **GIs in the ASEAN region:** Current status
- **Towards more GI registrations in the ASEAN region**

GEOGRAPHICAL INDICATION (GI): What is it?



*“Geographical Indications (GIs) are **indications** which **identify a good as originating in the territory** of a Member, or a region or locality in that territory, where **a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin.**”*

Source: Article 22 of the World Trade Organization (WTO) Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement)

GEOGRAPHICAL INDICATION (GI): Multi-purpose tool

Legal tool: IP right

Differentiation & development
tool

GI = POWERFUL MULTIPLE TOOL

Economic & marketing tool

Political tool

GEOGRAPHICAL INDICATION (GI): What can be protected as a GI?

- Agricultural products, food, wines, spirit drinks, handicrafts & industrial products
- Thousands of GIs protected in different countries around the world
- Examples of registered GIs:



**PARMIGIANO
REGGIANO**

*Parmigiano Reggiano
(Cheese – Italy)*



*Argane
(Oil – Morocco)*



*Champagne
(Wine – France)*



*Olinalá
(Wood crafts – Mexico)*



*Tørrfisk fra Lofoten
(Dried fish – Norway)*



*Penja Pepper (Pepper –
Cameroun)*



*Limón de Pica
(Lemon – Chile)*



Café de Colombia
*Café de Colombia
(Coffee – Colombia)*



*Ternera Gallega
(Veal – Spain)*

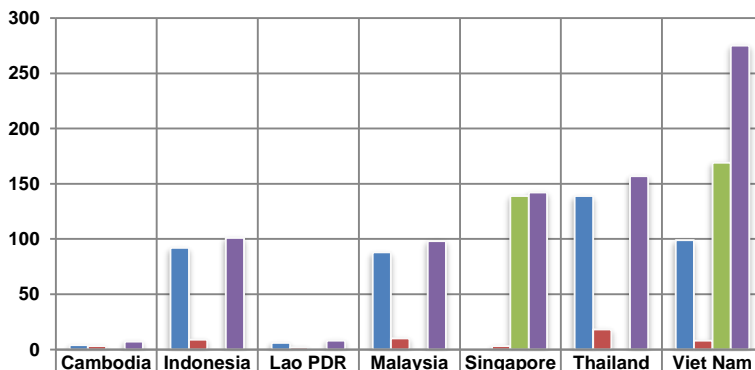


*Daarjeling
(Tea – India)*

GIs IN THE ASEAN REGION: Current status

WIDE DEVELOPMENT OF GIs IN THE ASEAN REGION

GIs protected in the ASEAN region
(By June 2021)



- **Interest of ASEAN producers** to obtain greater quantitative and qualitative benefits for their products
- Growing **attraction of ASEAN consumers** to origin-linked high quality products
- **Increasing number of GI registrations in the ASEAN region:**
 - Total of GIs protected in the ASEAN countries: 788
 - ASEAN GIs registered at national level : 428
 - Foreign GIs protected in ASEAN countries: 361 (53 registered via direct application, 308 protected via bilateral agreements).
 - ASEAN GIs registered in other ASEAN countries: 8
 - ASEAN GIs protected in the EU: 46 (8 via direct application and 39 via bilateral agreements)

Source: ASEAN IP Offices (by June 2021)

GIS IN THE ASEAN REGION: Current status (II)

- Examples of registered ASEAN GIS:



Kampong Speu Palm Sugar
(Palm sugar – Cambodia)



Madu Sumbawa
(Honey – Indonesia)



Khao Kai Noi Rice
(Rice – Lao PDR)



Sarawak Black Pepper
(Spices – Malaysia)



Ma Muang Yai Klam Nonthaburi
(Mango – Thailand)



Kampot Pepper
(Spices – Cambodia)



Kopi Arabika Gayo
(Coffee – Indonesia)



Gambus Johor
(Musical instrument – Malaysia)



Ninh Binh
(Goat meat – Viet Nam)



Huế
(Conical leaf hat – Viet Nam)



Sriracha Pineapple
(Fruit – Thailand)

GIs IN THE ASEAN REGION: Towards more GI registrations in the ASEAN region

“ASEAN one of the most productive agricultural baskets in the world”

([Invest In ASEAN](#))

“Traditional Asian craft art forms (ceramics, porcelain, lacquer, and jewelry) are being upheld and interpreted by contemporary artists worldwide”

([The Diplomat Magazine](#))



**ENORMOUS GI
POTENTIAL FOR
ASEAN PRODUCTS!**

GIs IN THE ASEAN REGION: Towards more GI registrations in the ASEAN region (II)

POLL QUESTION:

- **In your opinion, what is the main challenge for producers in ASEAN countries to register their GIs? (one choice only)**
 - A. Producers of ASEAN quality products linked to a specific origin do not know what a GI is.
 - B. No information is available on the economic and socio-cultural benefits of registering a GI.
 - C. Producers of ASEAN quality products linked to a specific origin are unaware of the importance of registering their GI.
 - D. There is insufficient information on how to register a GI in ASEAN countries or the information available is not clear.

GIs IN THE ASEAN REGION: Towards more GI registrations in the ASEAN region (III)

- **August 2020 – April 2021:** Impact Study of ASEAN GI registration in the ASEAN region
- **TODAY!!! (23 September 2021):** Public Awareness Seminar on GI registration and protection in the ASEAN region
 - **Economic and socio-cultural impacts of GI registration** for GI stakeholders, trade growth and economic integration in the ASEAN region.
 - **Key steps to register and enforce GIs in the ASEAN region.**



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)