



Food and Agriculture Organization
of the United Nations

WORKSHOP ON GI MANAGEMENT AND PROTECTION FOR POST-GI REGISTRATION

Individual and collective marketing for GI products:
Challenges and Opportunities

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GI System, a global perspective



Geographical indications (GI) – what protection granted ?

1 It is an intellectual property right recognized in over 160 countries (WTO TRIPS Agreement)

Art 22:

«Geographical indications 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»

then the GI are legally protected

Only once it is protected in its country of origin a GI can request protection in other member countries

2 It does apply to food and agriculture products and also handicrafts (carpets, textiles, stones, etc.).

Geographical indications (GI), fast development in Asia

GI Legislations :

In addition to India and China, countries in the region having the highest number of registered GI, an increasing number of Asian countries are developing GI systems:

In ASEAN :

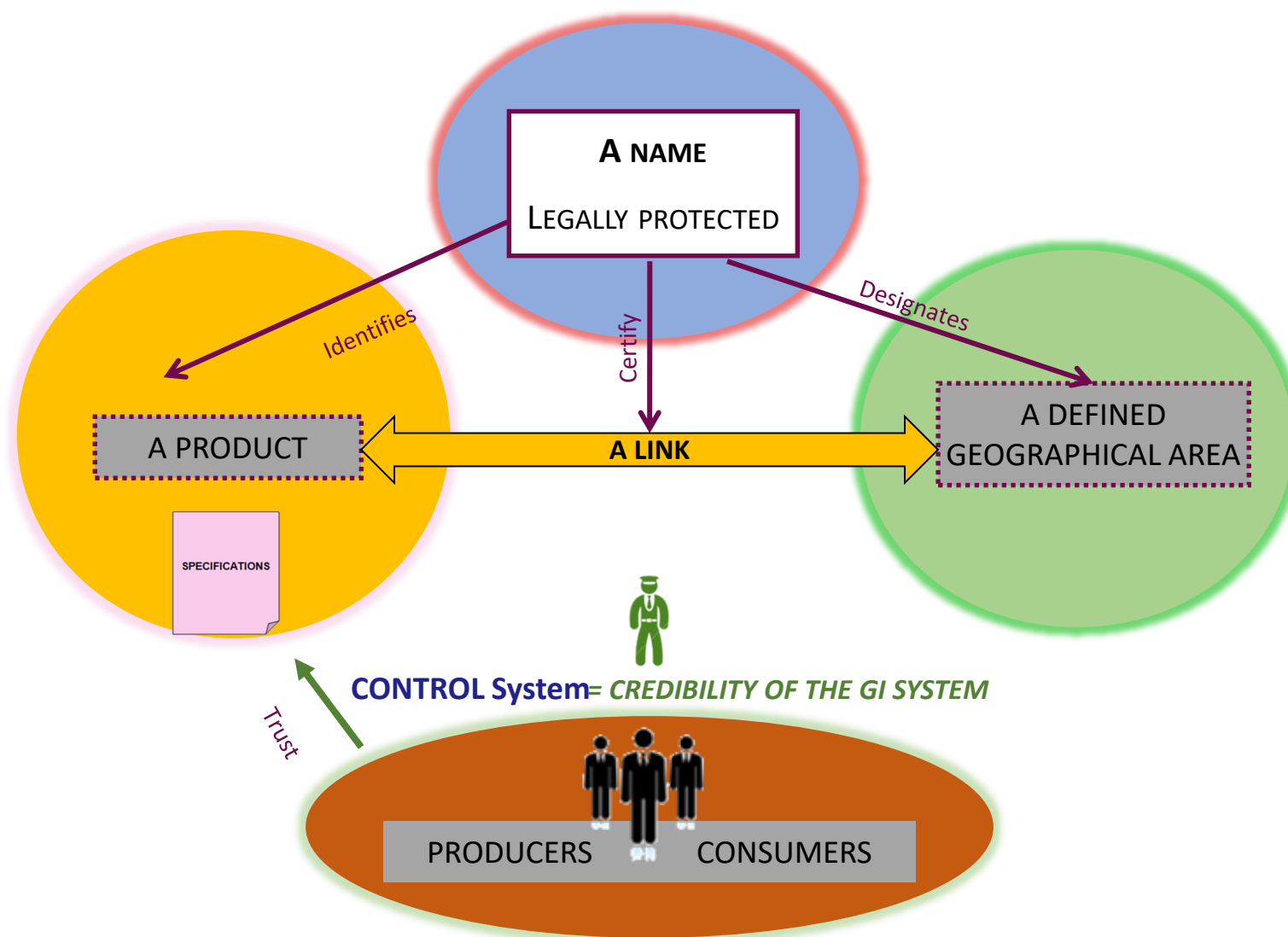
- Thailand
- Indonesia
- Malaysia
- Vietnam
- Cambodia
- Laos
- Singapore

On going: Myanmar and Philippines

- Japan:
- Afghanistan
- Mongolia
- Pakistan
- Sri Lanka
- Iran

• On going: Bhutan, Nepal, Papua New Guinea, Saudi Arabia, Pacific Islands etc.

The Geographical indication (GI) Protection



Consumers' perspective

Information/
origin/traceability

Trust/
accountability

Added value for consumers
/ Premium price for producers

**Products with an
strong and
genuine identity
and trust have a
better market
appeal than
generic products**

The Book of Specifications (Code of Practices) of a GI

1

Name of the product

Is the name
associated to an
origin-linked
product ?

2

Description of the Product

Type of products ,
varieties/species,
physical specificities
(shape; color, etc.);
chemical characteristics ,
organoleptic
characteristics (taste,
aroma,etc.)

3

Geographical Area

Definition of the
geographical area of
production of the
origin-linked product

4

Method of Production

Description of the
specific method of
obtaining the origin-
linked product and
unvarying local
methods

5

Link of the product quality with its origin

- effect of environment
- other local factor
(local know-how)
on the specificities of the
origin linked product
- Reputation /history

6

Proof of Origin traceability system

evidence that the
product originates in
that area

7

Control system

details of the
organization/body in
charge of the control
system and system of
control of the
specifications

8

Labeling

(for recognition by
consumers) :
specific labeling details
regarding the GI to be
used by all GI stake-
holders



Key elements associated to the successful development of a GI national System

- ✓ **Collective ownership** : Inclusive value-chains through the creation of Inter-professional organizations/Associations to manage each GI
- ✓ **GI Book of Specifications inclusively drafted** and allowing proper protection and promotion of product's identity
- ✓ Capacity building of relevant **traceability and control procedures** and organizations (publics and privates)
- ✓ **Inter-agencies cooperation, Public-Private sectors' Partnerships** (including for Tourism and promotion)

- Legal structure
- Manage the GI (until registration and beyond)
- Representant all GI Value Chain members
- Training of members to understand the BOS
- Quality management/ traceability- control
- Joint Promotion
- Protection / enforcement

GI Association - Joint Promotion of the GI

- Collective Rules on labelling
- Promotional material (including Web-site, leaflets, ...) and activities (Fairs, shows, cultural activities, PPPs, etc.)

What the GI association doesn't do ?

- Does not compete with its members !!!
- Doesn't aim at owning any of the products under the GI
- Doesn't aim at buying, processing or sell the products under the GI

GI development as contributor to broader issues



GI: a flagship for the promotion of national products

National labels for GI

Thailand



Cambodia



Lao PDR



China



Indonesia



Japan



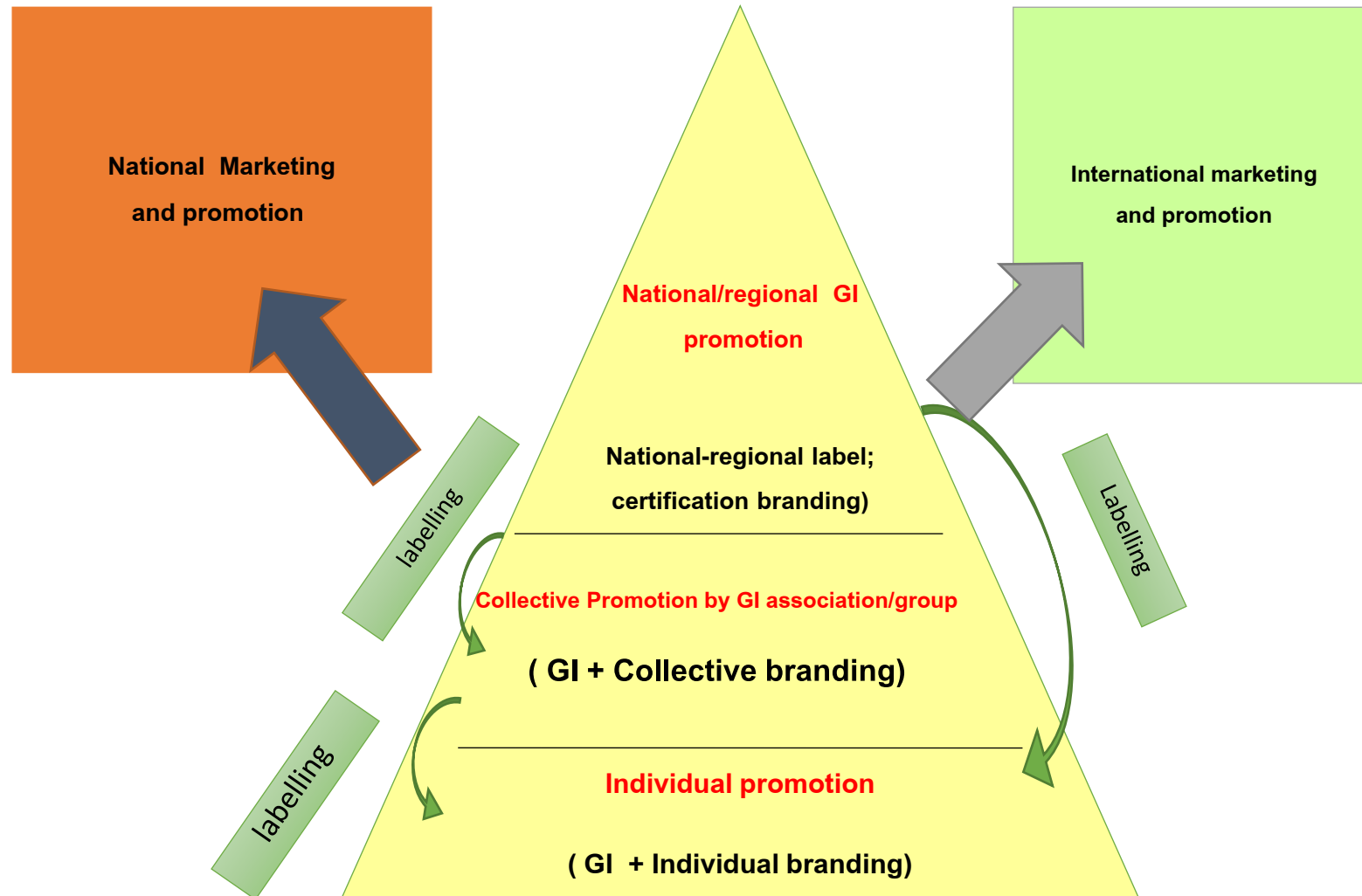
India



European Union



Marketing and promotion strategies





TASTE OF PARADISE

NANGLAE PINEAPPLE Very sweet and juicy with a honey-like aroma Province: Chiangrai 	PHULAE PINEAPPLE Pale yellow flesh that is crunchy, fragrant and sweet Province: Chiangrai 
HUAIMUN PINEAPPLE Sweet, tender and succulent honey-coloured flesh Province: Uttaradit 	RAIMUANG PINEAPPLE Juicy, aromatic golden-yellow flesh Province: Loei 
PHU CHAWA PINEAPPLE Smooth and crispy with a colour varies from pale to dark yellow and a unique sweet-tart flavour. Province: Chantaburi 	SRIRACHA PINEAPPLE Very juicy, sweet-tart pale-yellow flesh Province: Chonburi 
TRAT SI THONG PINEAPPLE Deep-yellow crisp flesh Province: Trat 	HOMSUWAN PINEAPPLE Golden-yellow flesh that is sweet, crisp with a pleasant aroma Province: Prachuap Khiri Khan 
SHEEK TA PINEAPPLE Sweet, crisp flesh. Each eye can be stripped out individually by hand. Province: Phetchaburi 	SUAN PHUENG PINEAPPLE The firm flesh is sweet and succulent. Province: Ratchaburi 

CENTRAL FOOD HALL





เกษตรอินทรีย์ (Organic)



1 kg.








Examples of GI State promotion

- public authorities awareness campaigns, social media, Public –private partnership
 - GI Thailand : <https://www.youtube.com/watch?v=m7St-254hr8&sns=em>

What is geographical indication (GI) ???




A geographical Indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to the origin. In order to function as a GI, a sign must identify a product as originating in a given place. In addition, the qualities, characteristics or reputation of the product should be essentially due to the place of origin. Since the qualities depend on the geographical place of production, there is a clear link between the product and its original place of production.

The benefits from registration of a community product as GI

- +Protection**
The product's name will be the exclusive right of the registering community
- +Added value**
The product's selling price rises and GI serves as a marketing tool.
- +Maintenance**
The product's standard and local wisdom is preserved.
- +Confidence building**
GI registration enhances the consumers' confidence in production sources and quality of the product.
- +Support**
GI supports the sustainable community tourism.
- +Move to the international level**
The applicant is supported to register the product in the international level.
- +Strength**
GI strengthens the community and unites the local inhabitants to develop the community.

What is Thai Geographical Indication (GI) logo?



The GI logo of Thailand is the mark which the Department of Intellectual Property approves for the GI producer to certify that the product originates from the registered geographical source, by which the producer has to comply with the control manual and control plan.



Examples of GI State promotion



Information Website on
Japan's Geographical Indications

Delivering the Charm of Japan's Traditional
Specialty Products

<https://gi-act.maff.go.jp/en/>

The screenshot shows the homepage of the Japan Geographical Indication (GI) Information Website. The header includes the GI logo, the website title, and navigation links for Japanese, English, Chinese, Thai, French, and Italian. A red navigation bar contains links for Home, Geographical Indication, Search for GI Product, Links, and Contact Us. Below the navigation bar, there is a search form titled "Search for GI Product". The form includes fields for Registration Number, Name of the GI, Class, Producing Area, Date of Protection, and Keyword. A "Refine Search" button is located below the form. At the bottom, there is a section titled "Information on Registered GIs" with a table listing registered products.

Registration Number	Name of the GI	Photo	Class	Producing Area	Date of Protection

Examples of GI State promotion



THAILAND

Example of Authorities
Promotional Video

<https://youtu.be/283TevRPXzc>

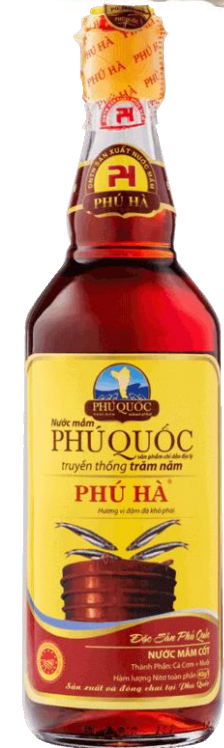
Governmental GI FB Page





International Promotion and protection of GI

- **Applying for GI registration in foreign countries :**
Asian GIs registered in other Asian countries or in the European Union.
- **Joining International Treaties :** WIPO Geneva Act of the Lisbon International Agreement on Appellations of Origin and Geographical Indications: (members such as EU, Lao PDR, Cambodia, etc.)
- **Exchange of GI lists/fast track :** examples such between Vietnam and the EU with EU-Vietnam Free Trade (FTA) , Japan and EU (EU-Japan FTA) , Singapore –EU FTA and between China and EU (Exchange of over 100 GI), etc.



GI and tourism



GIAHS
Globally Important Agricultural
Heritage Systems





Thank you

For further information, please contact:

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