

# **Experience of Georgia in** relation to GIs & benefits of the Agreement on Protection of GIs with the EU

Sophio MUJIRI | Alicante | 25 June 2020

























CARIFORUM



#### CONTENT



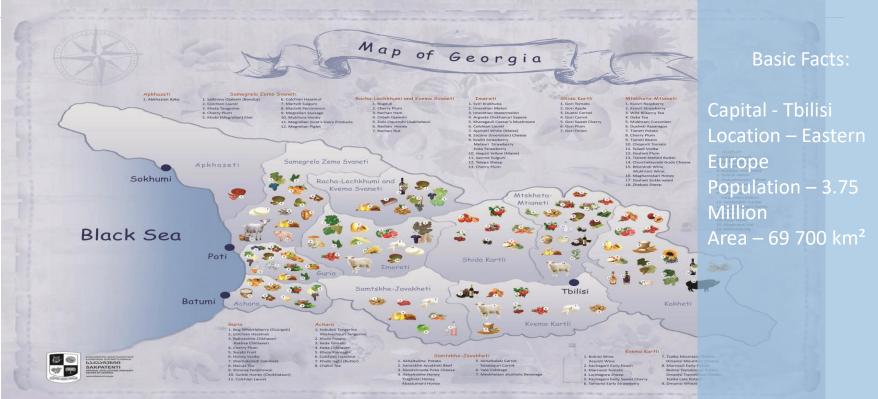
- > Introduction
- Historical Background
- > Legal Framework of Georgian GI System
- Benefits of the Agreement on Protection of Gis with the EU



GI Development Action Plan

### **INTRODUCTION**





#### GEORGIA – CRADLE OF WINE





#### **HISTORY**



- Aleksandre Chavchavadze (19th c. 20s) Tsinandali, Napareuli, Mukuzani
- Jacob Mar (19th c. 30s) Mar wines in Guria



- Ivane Bagrationi-Mukhraneli (19th c. 70s) Mukhrani, Dampalo...
- Zakaria Jorjadze (19th c. 70s) Sabue ...



- Samtrest (1929-1950) more than 60 denomination
- The Emperor Estates (19th century. 80s) a TSINANDALI, Napareuli, Mukuzani, TELIANI, mukhrani, Vachevi ....



#### LEGAL FRAMEWORK



- > 1998 The Georgian Law on Vine and Wine
- 1999 The Georgian Law on Appellations of Origin and Geographical Indications of Goods
- > 1999 The Georgian Law on Trademarks
- 2002 Presidential Decree on the Protection of Designation of Origin
- 2003 Orders of The Minister of Agriculture on Registration of PDO wines
- 2003 Orders of The Minister of Agriculture on State Control on Production of PDO Wines and Wine Brands
- 2003 Order of The Minister of Agriculture on the Procedures for Determination of the New Viticulture Zones

#### **GEORGIAN Aos & GIs**

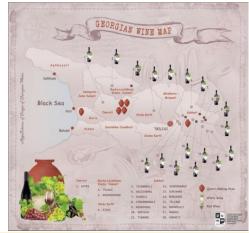


#### National Intellectual Property Center of Georgia – Sakpatenti

- > **51 AOs and GIs** (since 2005)
  - > 24 Wines & 1 Spirit
    - > 13 Cheeses and Dairy Products
      - > 8 Mineral Waters
        - 6 Agricultural Products and Foodstuffs







#### **FOREIGN AOS & GIS PROTECTED IN GEORGIA**



- ➤ Lisbon Agreement for the Protection of Appellations of Origin and their International Registration (Georgia is a party since 1999)
- ➤ EU-Georgia Agreement on Mutual Recognition of Geographical Indications of Agricultural Products and Foodstuffs (entered into force on 1 April 2012);
- ➤ Association Agreement & Deep and Comprehensive Free Trade Area (DCFTA) with the European Union (EU)
- >Bilateral agreements

#### **PROTECTION OF GEORGIAN AOS & GIS ABROAD**



- ➤ In 28 countries of the world under the Lisbon agreement (18 wines and 2 mineral waters);
- ➢ In 28 EU countries under bilateral agreement and AA (19 wines & 16 other products);
- In some CIS countries under bilateral agreements or direct registrations (wines);
- In USA, China and in other countries on the basis of certification marks (some wines)



#### **BENEFITS OF GI SYSTEM**



Economic – growth of demand, added value, new markets, tourism development;

Protection of nature - conservation of local species, biodiversity, landscape;

> **Social** - engaging the population in the single chain of production, fair distribution of added value, increase of income and facilitation to keep the local population in place.



#### **PLANS & CHALLANGES**



- Georgia has substantial resource for creation Gls in almost all regions of country and this potential should be realized
- > It could include fruits, vegetables, cereals, meat and meat products, honey, etc.
- Creation of Gls helps to increase attractiveness and competitiveness of Georgian products on domestic market and abroad
- ✓ GI products could get especially good prospects in EU within the framework of DCFTA

#### **PLANS & CHALLANGES**



- > To increase engagement of private sector in managing and controlling of
  - AOs & GIs
- > To assist associations of producers to elaborate proper marketing strategy
- > To explore new export markets for AO & GI products to better benefit from added value
- To deal with enforcement of Georgian AOs &Gls in foreign markets







- Period: February 2019 January 2021
- Project: Twinning Project GE/16 ENI EC 03 18 Establishing Efficient Protection and Control System of Gis in Georgia
- Beneficiary: National Intellectual Property Center of Georgia
- **Implemented by**: Italian Ministry of Agricultural Food and Forestry Policies & French Ministry of Agriculture and Food



## **Aim and Components of the Twinning Project**



- To further strengthening the harmonization of Georgian GI legal framework with that of the EU;
- To strengthen the role played by GI Producers' Associations;
- To complete and improve an effective and well-working control system, both on the side
  of certification controls and market controls: from "farm to (e) -retail".
- Twinning helps Georgian Institutions to do this through three Components.
- Component 1. Approximation of primary and secondary legislation related to GIs in accordance with the relevant EU directives.
- Component 2. Capacity building of relevant State authorities and private sector for enhancing and developing GI protection system.
- Component 3. Organization of quality control system of GIs in line with the EU regulations and EU best practices.

# BENEFITS OF THE AGREEMENT ON PROTECTION OF GIS WITH THE EU



- Protection in 27 Countries
- Cost Effective
- > Support in Enforcement

Bulgarian Wine "Khvanchkara" !!!





#### SAKPATETI'S ROLE & ACTIVITIES



- SAKPATENTI's role in fight against counterfeiting abroad
- Actions based on information received from private sector, Diaspora and the Embassies
- Under the Georgian legislation, SAKPATENTI is empowered to take actions regarding the protection and enforcement of rights on Georgian Gls/AOs in other countries

## SAKPATETI'S ROLE & ACTIVITIES



## Misuse - Sulguni





# BENEFITS OF THE AGREEMENT ON PROTECTION OF GIS WITH THE EU



Imitation - Khvanchkara vs Kvanzkali
Kindzmarauli vs Kinzmali (Estonia)





#### GI DEVELOPMENT ACTION PLAN



- Action plan should include:
- Measures aimed at increasing GI awareness among main stakeholders
- Studying of European experience with regard of GI protection and cooperation with respective EU structures and organizations
- Identification of potential geographical indications in the country, compile their inventory, draw up specifications and registration
- Development of the institutions responsible for GIs official and internal control
- Modification of the current legislation in line with the modern challenges



# **THANK YOU GRACIAS MERCÍ BEDANKT**





























**CARIFORUM**