

CarIPI

CARIFORUM Intellectual Property
Rights and Innovation

CarIPI Regional Event: Project Launch, IP Systems & GI Mentorship Programme

Belize City & Belmopan
17-19 March 2026



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Mentorship Working Session

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Day 2: 18 March 2026



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Benefits & Impact of GI Systems

Wendy Hollingsworth & Audrey Aubard



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Source: [Part 2: Positive impact of a Geographical Indication strategy | EU Funded IP Projects](#)

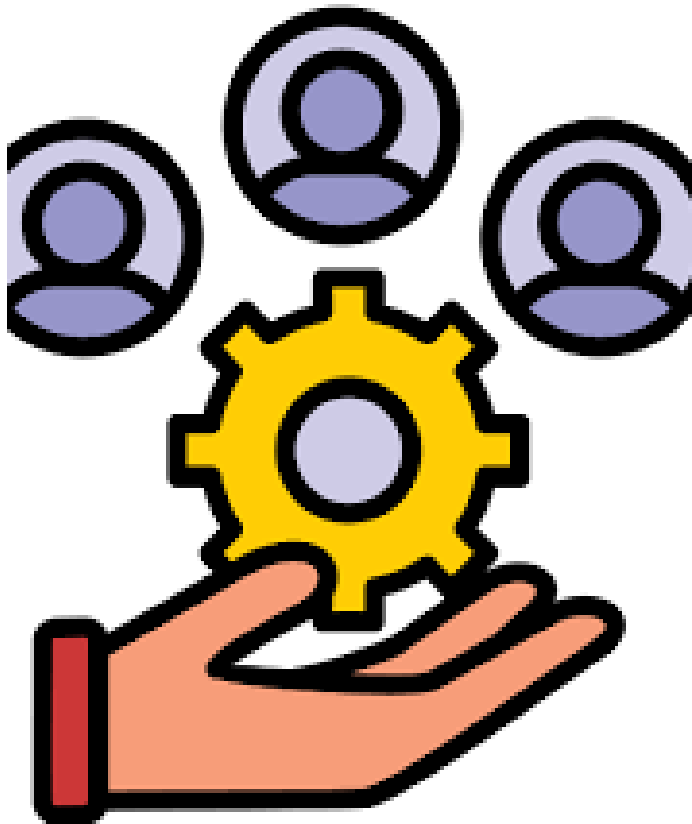
WHY GEOGRAPHICAL INDICATIONS MATTER

GEOGRAPHICAL INDICATIONS

- Connect products to place, tradition and quality
- Differentiate products in competitive markets
- Protect reputation of origin-linked products
- Communicate authenticity to consumers



WHO BENEFITS FROM GI SYSTEMS



Producers

- stronger product differentiation

Consumers

- assurance of origin and quality

Markets

- stronger brand identity

Communities

- local economic development / territorial branding

STRENGTHENING MARKET COMPETITIVENESS



GI SYSTEMS CAN FACILITATE

- Increase trade linked to geographic identity
- Enhance competitiveness of SMEs and producer groups
- Improve positioning in domestic and export markets
- Support inclusive economic participation

Quality, traceability and consumer trust

GIS AND CONSUMER CONFIDENCE

- Verified origin of the product
- Consistent production standards
- Transparency across the value chain
- Builds consumer confidence and trust



CULTURAL AND HERITAGE VALUE

GIs Preserving cultural values

- Preserve traditional knowledge
- Protect cultural identity linked to place
- Maintain generational production practices
- Safeguard community heritage
- Develop cultural ecosystems/clusters



LOCAL DEVELOPMENT AND TERRITORIAL VALUE

GIs Developing Local Communities

- Maintain and develop activities in rural areas
- Create economic opportunities in rural areas
- Increase value for local products
- Strengthen producer cooperation
- Transform local identity into economic value
- Links with other sectors such as tourism



BENEFITS FOR NATIONAL DEVELOPMENT

GIs and National Development

- Promote agricultural and artisanal heritage
- Support biodiversity preservation
- Strengthen regional branding
- Create tourism and cultural economy opportunities



COLLECTIVE VALUE FOR STAKEHOLDERS

GIs Developing Local Communities

- Shared costs for registering the GI
- Joint marketing, promotion and brand building
- Coordinated quality control
- Stronger product reputation

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Technical Working Session 1



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WORKSHEETS

Producer Group Working Session

- Explanation of worksheet activity
- 45 – 60 minutes
- Groups present – 5 minutes each based on worksheet

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STAKEHOLDER MAPPING

Key stakeholders for OLP expansion

STAKEHOLDER MAPPING

To Learn more

[Session 2.2: Positive impacts of geographical indication strategy | EU Funded IP Projects](#)

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THANK YOU

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WRAP UP SESSION



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