



## **Luncheon Workshop**

**The Lisbon System  
(Appellations of Origin)**

**“Taking Stock of the Practice and Exploring New Perspectives”**

**24 september Geneva, Switzerland**







# Tequila at a glance 2013

- Annual production 230 million liters
- 30,000 jobs 80 % on the fields
- Tequila, most important Mexican spirit drink, 40% market share and value.
- Export value 1 billion dollars (120 countries)



# Tequila at a glance 2013

- 1,350 trademarks registries
- 250 Trademarks in export markets
- Tequila, most important Mexican spirit drink, 40% market share and value.
- 40 European companies that legally import Tequila in bulk, biggest market; Germany.



<b>País</b>	<b>Figura</b>	<b>Año</b>
<b>Canadá</b>	Marca Nominativa	1979
<b>China (caracteres chinos y castellano)</b>	Marca de Certificación	2006
<b>Unión Europea (28 países)</b>	Marca Colectiva	2008
<b>Uruguay</b>	Registro como Denominación de Origen	2008
<b>Honduras</b>	Registro como Denominación de Origen	2009
<b>Costa Rica</b>	Registro como Denominación de Origen	2009
<b>Panamá</b>	Registro como Denominación de Origen	2009
<b>Paraguay</b>	Marca	2009
<b>Ecuador</b>	Registro como Denominación de Origen	2009
<b>Colombia</b>	Registro como Denominación de Origen	2010
<b>Sudáfrica</b>	Marca de Certificación	2010
<b>Tailandia</b>	Registro como Denominación de Origen	2012
<b>Rusia</b>	Registro como Denominación de Origen	2012
<b>Australia</b>	Marca de Certificación	2012
<b>Nicaragua</b>	Registro como Denominación de Origen	2012
<b>Chile</b>	Registro como Denominación de Origen	2012
<b>India</b>	Registro como Denominación de Origen	2013
<b>Total</b>	<b>44 países</b>	

# Cost of Registrations and protection of the GI TEQUILA

- **880,000 Euros** in registrations in countries around the world
- **900,000 USD in 2013** in legal actions and trademark oppositions

# Lisbon Agreement, the international System of Appellations of Origin (The Tequila experience)

- Tequila was registered in 1978, number 669.
- Initially three countries refused to protect it in 1978, 2006 and 2007, **Czech Republic**, because did not meet national criteria of AO, **Peru**, considered generic and **Iran** because is alcoholic beverage. CR and Peru withdrew it's **opposition**.





# **Lisbon Agreement, the international System of Appellations of Origin (The Tequila experience)**

- Very effective Tool for registrations of Tequila in member countries such as Costa Rica and Nicaragua.
- Administrative actions (oppositions and infringements cases in France)



# What is not Tequila !



# What is not Tequila !



# What is not Tequila!



SUPER PREMIUM  
**TEQUILA**  
+TAURINE +CAFFEINE



# What is not Tequila !



**Tequila is a Gift from Mexico to the World!**  
**Thanks for you attention!**

