

Public Consultation on a future trade policy

1. Introduction

2. Given the importance of boosting growth, creating more jobs and ensuring a more resource efficient and greener economy, how can EU trade policy help? What should the new trade priorities be in the light of the Europe 2020 Strategy? (optional)

Geographical Indications (GIs) play an important role in promoting rural development, creating jobs and boosting growth in Europe. While allowing producers to market quality products at a premium price (consumers are ready to pay more in exchange of quality and traceability), GIs generate spill-over effects in down-stream markets (such as tourism). GIs help avoid the standardisation of food products, as well as protect the environment and preserve the European biodiversity.

However, GI abuses and counterfeiting (in particular in third countries' markets) have been increasing over the years and, in this context, millions of jobs, as well as the reputation of traditional products are at risk.

In light of the above, oriGIn believes that DG Trade should not negotiate agreements affecting GIs on a case by case basis. A more coherent policy towards GIs should then be developed. DG Trade should define a strong policy favouring the protection of European GIs and uphold it in relevant international fora (bilateral negotiations, WTO, ACTA, WIPO, etc).

Furthermore, the Commission should enhance the communication with GIs groups (interprofessions, Consorzi, national and European federations). Specific channels and/or mechanisms should be established in this respect. This would help better understand the problems those entities face in third markets and, as a result, make sure that the negotiations' objectives reflect concrete needs. European GI groups are confronted with several problems in third markets and would be glad to put their expertise at the disposal of the European Commission.

2. Multilateral trade negotiations

3. In addition to continuing to push for a successful conclusion to the Doha Round, how can the EU best pursue overall EU trade policy objectives in the WTO? (optional)

Concerning the negotiations of the Doha Round, oriGIn would like to emphasise the strategic importance of securing a better protection of GIs at the WTO level. The extension of the protection enjoyed by the wines and spirits under the TRIPS Agreement to all products and the creation of a compulsory Register for all GIs should remain the main objectives of these negotiations.

Furthermore, to best pursue the overall EU trade policy objectives in the WTO, the Commission should enhance its technical assistance to help developing countries take full advantage from local GIs. Likewise, GIs should become an integrated component of the "Aid for Trade" program.

3. Bilateral trade negotiations

4. Do our current FTA negotiations provide the right geographic and substantive focus for our bilateral trade relationships in the context of the Europe 2020 strategy? (optional)

oriGIn welcomes the inclusion of Intellectual Property Rights (IPRs) in FTAs. As to GIs, oriGIn is pleased to see that the EU systematically negotiates on the basis of a list of GIs to be protected by the counterpart. Meanwhile, in the framework of FTAs, oriGIn considers that

the EU should try to protect as many GIs as possible. In this context, the enhanced communication with European GI groups would be extremely useful.

6. Sustainable trade

11. Given the forthcoming revision of the Common Agricultural Policy and the continuing need to foster a sustainable agricultural sector in Europe, how should EU trade policy develop in this area consistently with the overall objectives of the Lisbon Treaty? (optional)

oriGIn considers that the EU's trade policy objective should be consistent with the policies developed in the agricultural sector.

The European Commission has recently launched an in-depth reform of the common agricultural policy (CAP). The discussions have just begun, but it is clear that the future CAP will be stronger, greener and fairer (see Commissioner Ciolos declarations and the recent vote of the European Parliament on Mr. Lyon report).

Within the framework of the negotiations with third countries or regional entities, one of DG Trade priorities should be to promote the CAP objectives and ambitions, such as the respect for European agricultural standards (e.g. environmental conditionality, respect of IPRs, etc.). Only by guaranteeing such reciprocity the EU can further develop a sustainable CAP.

10. Enforcement and dealing with unfair practices

18. What else can EU trade policy do to further improve the protection of IPR in key markets? (optional)

GIs are one of the most counterfeited IPR in third countries. The protection of GIs should be a key objective of the future EU trade policy. In this respect, oriGIn welcomes the work of the European Commission concerning the *Enhanced IPR Protection and Enforcement Strategy in Third Countries*, to be launched in 2011.

First of all, to further improve the protection of IPR in key markets, DG Trade should secure the inclusion of GIs under the scope of the Anti-Counterfeiting Trade Agreement (ACTA), as well as the application of border enforcement measures to GIs.

As to bilateral negotiations, oriGIn welcomes the fact that FTAs contain a section on GIs (it is a good step towards the protection of GIs in third countries). However, the list used by the European Commission in such negotiations should be open to all European GIs willing to be protected in a given market. Likewise, provisions for the inclusion of additional GIs in the future should be provided in FTAs.

Finally, the EU should carry out more effective promotion campaigns in third countries in order to increase the awareness of local consumers as to the risks of counterfeited products.

11. An open approach to shaping trade policy

19. What more should the Commission do to ensure that trade policy becomes more transparent and to ensure that a wide variety of views and opinions is heard in the policy-making process? (optional)

The European Commission should work in closer cooperation with the organisations in charge of GIs and should assist them when specific problems (counterfeiting, conflicts with trademarks, etc) arise in a given market. DG Trade should consult the stakeholders before

the launch of an FTA as well as during the negotiations to ensure that the legitimate rights of the GI sector are protected.