

Preliminary ¹ report on the potential for geographical indications in Cote d'Ivoire and the Relevant Legal Framework

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The opinions expressed in this document are those of the author and do not necessary reflect those of Trade.Com.

¹ This study is a contribution to the research work on GIs in Côte d'Ivoire. It has been made available to the African Intellectual Property Organisation (OAPI), and is subject to updating in the light of information from the field.

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INTRODUCTION

1. Content of the study and methodology

This document studies a series of products which have promise for the "Geographical Indication" (GI) process in Côte d'Ivoire (CI), as well as the relevant legal framework.

Part One of the study presents the products whose quality appears to be connected with their geographical origin. For each product, a general description is provided, accompanied, { – if necessary – by a presentation of the production area and techniques, of the group(s) of producers operating in the field, the existing and potential future markets and a preliminary analysis of the strengths and weaknesses of the product in relation to possible GI process. As to the methodology, the choice of products analysed in this study was made on the basis of a list of potential GIs sent to oriGIIn by the Minister of Industry and Promotion of the Private Sector of CI, and drawn up by the Inter-ministerial Committee for the Promotion and Protection of GIs of CI. That list comprises the following products: **Attiéké of Grand-Lahou, the kponan yam of Bondoukou, woven Tiébissou cloth, Katiola pottery, Mountain Rice and Fakaha cloth**².

In parallel to this list, other potential GIs were identified and analysed in this study, in particular: **cacao, Savannah cotton, the Grand Boudoury para rubber tree, the Kent mango of Côte d'Ivoire and the cashew nut**. In particular, these are products which, based on a preliminary analysis: enjoy quality, reputation or other characteristics connected with the geographical environment; have a unified production area; have a domestic/international market and reputation; are liable to be accepted by third parties.

Part Two of the study analyses the Ivorian legal framework, as it results from the national laws on GI and national agricultural regulation. This section also deals with the regional and international agreements prevailing in Côte d'Ivoire which are liable to influence the protection of the production of GIs.

Finally, Part Three will propose a series of recommendations concerning the products analysed as well as the relevant legal framework.

2. General outline of the economic situation in the country

By way of introduction, it appears important also to provide some details about the country's economic situation. The GI process and its prospects of success are subject to it being part of a national strategy for the promotion of high-quality agriculture and crafts, as well as sustainable development.

Côte d'Ivoire is the world's leading producer and exporter of cacao beans and a major producer and exporter of coffee and palm oil. Therefore, the economy is highly sensitive to international fluctuations in the price of these products. The Ivorian economy relies heavily on agriculture and associated activities, and it concerns almost 68% of the population³. Côte

² It should be pointed out that this list was also adopted by the "*Project on the Promotion and Development of Geographical Indications*", which was launched recently in CI by the Africal Intellectual Property Organisation (AIPO) and the French Development Agency (FDA). It should be noted that, for the Fakaha cloth, the name finally chosen in this project was "Korhogo cloth".

³ Data from the CIA World Factbook *Côte d'Ivoire*, 2009, <https://www.cia.gov/library/publications/the-world-factbook/geos/iv.html>

d'Ivoire has therefore capitalised on agricultural produce: it has long been the second-largest producer and leading African exporter of palm oil, the leading African producer of natural rubber, the second-largest African supplier of bananas, the second-largest global producer of mangoes to the European Union market, its export crops now contribute nearly 20% of GDP. As to food production, this has been improved and enable the population's needs to be covered, except for rice. The progress made in the diversification of the export crops and development of food production have contributed to maintaining and reinforcing the importance of agriculture in the national economy⁴.

Despite a socio-political crisis that arose about ten years ago, the Ivorian economy seems to have found a new lease of life since 2007. This new situation imposes a reorganisation of agriculture, and in this regard, according to the National Centre of Agricultural Research, today Côte d'Ivoire is facing three major challenges⁵:

- *the challenge of productivity*: The food crisis of 2008 highlighted the necessity of thinking up national initiatives to guarantee food security. Above and beyond the food crisis, Côte d'Ivoire will have to take up the challenge of agricultural productivity to meet the needs of its population, characterised by: strong demographic growth (3.3 % per year); a high rate of urbanisation, which is growing by 4.2% annually;

- *the challenge of increasing the value derived from its agricultural produce*: Despite its remarkable performance, Ivorian agriculture is characterised by the inadequacy or absence of development of the value of its agricultural produce. This results in exportation of commodities that are not very viable, as well as in sizeable post-harvesting losses, particularly of food produce. In order to increase the income of producers, the promotion of agricultural produce with high value-added remains strategic;

- *the challenge of diversification* : in the context of this study, it is important to mention crafts. Crafts are today a source of creation of jobs, income and wealth in CI. Therefore, it is an important vehicle for the socio-economic development of the country.

GIs probably represent a useful instrument for responding to these challenges. Indeed, when facing these same issues, several producers, particularly in developing countries, have chosen to seek to differentiate their products based on quality linked to origin. This process, which is often accompanied by establishment of a GI, enables a more attractive price to be guaranteed (less linked to the structural problems of the international market) and offers a genuine alternative to the markets described as traditional. In parallel, consumer habits are changing in Western markets, and consumers are demanding more and more information about traceability and looking for niche products. This "collective approach" seems well-suited to the needs of producers in developing countries, representing an effective response to the Organisational and material weaknesses which often characterise these sectors.

⁴ *Ibid* note 2⁴ See "The World Factbook", CIA. <https://www.cia.gov/library/publications/the-world-factbook/geos/iv.html>

⁵ See <http://www.cnra.ci/activite.php?type=programme&rub=liste&chap=intro>

PART I: POTENTIAL GEOGRAPHICAL INDICATIONS OF CÔTE D'IVOIRE

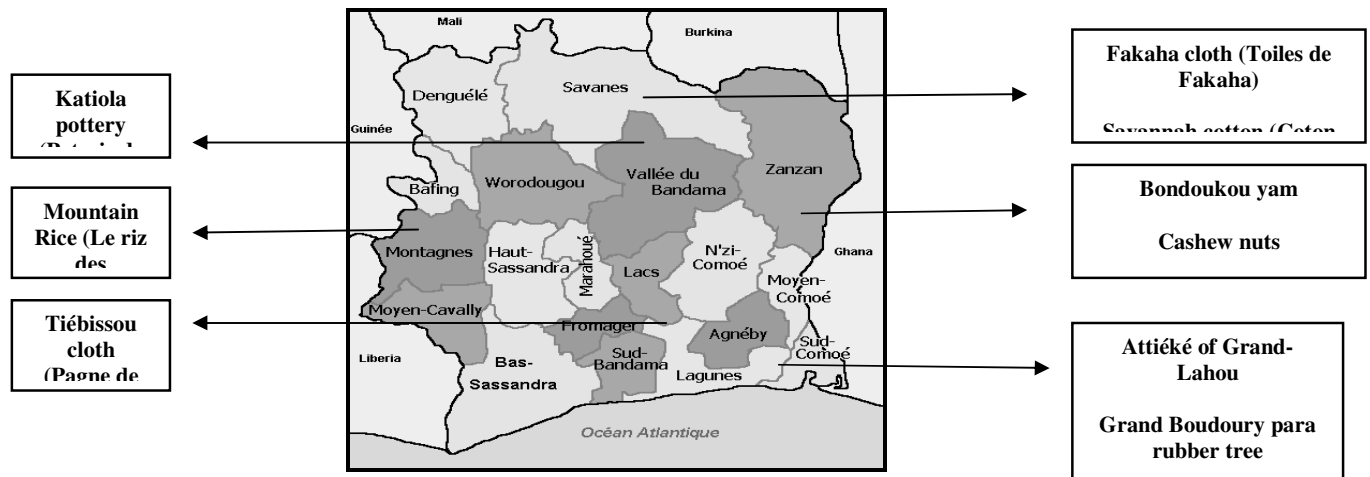
1.1 Preliminary considerations

In this part of the study, a number of products which could be the subject of GIs are analysed. As the Agreement on Trade-Related Aspects of International Property Rights (TRIPS) provides a definition of GIs that is widely accepted at international level, it forms the basis of our analysis. We point out that Article 22.1 of TRIPS defines GIs as "[...] 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." The TRIPS definition of GIs is very broad, and can include names identifying agricultural produce and foods, traditionally-made products as well as wines and spirits. Nevertheless, it is of the utmost importance that the quality, reputation or other characteristics of a given product should be linked to the geographical origin of the territory where it is produced, for example due to the climate, know-how or other knowledge which are deeply rooted there.

The concepts of quality, characteristics (or characters) and reputation (or awareness) are determined differently depending on the history, culture and tradition of each country. Nevertheless, there are elements common to several traditions and cultures; which is why the quality of a product may be defined, for example, in relation to its specific nature from a nutritional, flavour, appearance or symbolic viewpoint, or in relation to its mode of production. Characteristics linked to the geographical origin of a product must be typical of it, and differentiate it from any other product. For example, they may be physical/chemical, organoleptic, natural, derived from the raw materials used, etc. The concept of reputation relates to a positive opinion about a certain product a reputation which can be formed over the years in the mind of consumers, and which they associate with its geographical origin.

In this context, the geographical area of production (and/or processing and manufacture) of the product plays a paramount role. The demarcation of the geographical area must be justified by relevant arguments, for example the link that exists between the product and its geographical environment, or defensible due to economic, political or cultural considerations. The arguments chosen must justify the typicality and the originality of the product. These can be soil climate, physical and natural factors, and/or due to local know-how. The essence is that these characteristics are shared, or in any case enable the GI area to be differentiated from adjacent areas, in order to create an identity.

1.2 Promising products



Source: World gazetteer, <http://www.world-gazetteer.com/>



Attiéké of Grand-Lahou

Attiéké is a couscous obtained from manioc using the traditional know-how of the lagoon peoples of the south of Côte d'Ivoire.

In the 1950s, the construction of a factory in Dabou (a *Département* in the south of CI) took away from the Adjoukrou women their competitive advantage in the production of palm oil, and encouraged them to exploit a product obtained mainly in the family circle: attiéké. Stimulated by relatively low prices, the distribution of the product accelerated in the 1970 and 1980s, and trade in it very quickly became the major economic activity for women from the Ebrié, Adjoukrou and Alladjan ethnic groups. Nowadays, the form of attiéké with the strongest consumer demand is that obtained by these ethnic groups using the traditional method of cooking: the abject failure of industrial attiéké in the 1980s is revealed in this regard.⁶

The **typicality linked to the geographical origin of** attiéké results from:

a) manioc of a particular quality: only bitter manioc with a high hydrocyanic acid level can produce attiéké. This variety is particularly grown in Africa, and is especially resistant to the diseases and pests that affect agricultural production;

b) use of a method handed down by women from the ethnic groups mentioned: twice a week, women buy manioc from traders in neighbouring towns. Then, the manioc is cut into small pieces, which will remain immersed for two days before being washed to extract the starch.

⁶ Since 1980, Société Ivoirienne de Technologie Tropicale set up a factor in Toumodi to process the manioc which produces dried attiéké. However, this industrial attiéké is sold at a more expensive price than its traditional competitor.

See, Jean-Louis Chaléard, "Temps des villes, temps de vivre : l'essor du vivrier marchand en Côte d'Ivoire", 1996.

After washing, these pieces of manioc are ground, and the paste obtained is pressed to remove the residual water, then dried. Then this product is winnowed and steam cooked;

c) organoleptic tests performed by research organisations have revealed organoleptic characteristics. Today, attiéké is the subject of several research programmes. On this subject, the traditional method of manufacturing attiéké was studied by the Swiss Scientific Research Centre (Centre Suisse de la Recherche Scientifique (CSRS) and Cocody University in Abidjan⁷.

In terms of the **market**, attiéké is consumed mainly in three major areas: the country, where it is a prime staple food, the sub-region and particularly the countries of West Africa, and finally, the West African diaspora. It generates substantial export earnings. So, in a context of the world battle against hunger, the International Organisation for Development Aid has taken an interest in this food which contains high energy value, while containing few calories. A major marketing tool has developed in the past two years: the International Attiéké Festival. Interest in this event can focus international publicity on the product and could boost its domestic consumption, as it suffers fierce competition from rice among local people.

As to the challenges, the identification of the geographical area remains a problem. There are several producing regions in CI, going beyond just the Grand-Lahou region, i.e.: the lagoon region, Agnébi region and the region of South-Comoé. Moreover, the absence of clear identification of cooperatives creates a lack of information about possible differences in production from one region to another or even within a region. If the objective of setting up a GI is to have a certain scale and is aimed at rural development, and if the methods of obtaining the product are the same, then it appears important that all the regions producing attiéké should support the project, or the production methods should be standardised. The necessity of formally identifying the sensory physical/chemical and nutritional characteristics of traditional attiéké is also imminent, due to the existence of other producer countries in the sub-region: Burkina Faso⁸ and Benin⁹. This would also be a way of meeting the challenges connected with the keeping of the raw product (manioc). Research carried out in 2001-02 on the impact of long-term storage of manioc on the quality of the attiéké revealed that the storage life of fresh manioc posed enormous problems that limited its use. Once harvested and stored in the open air, the manioc starts to decay within the next three days. The main traditional storage methods¹⁰ which are commonly used have revealed their limitations. To solve the problem of keeping fresh manioc, it was proposed to use the physiological packaging technique developed by the National Resources Institute in collaboration with the Ministry of Agriculture and Food of Ghana. The programme on processing and storage of agricultural produce 2008-2011 (carried out by the National Agricultural Research Centre). Finally, any GI process should take account of the brand-new "attiéké d'or" label, which aims to re-establish the Ivorian origin of the product.

Other useful information:

Grand-Lahou Region:

President of the Council General: Mr. YAO N°GUESSAN ALFRED (PDCI-RDA)
Prefect: KONE Lobognon Jacques Tel: (225) 23-57-63-28, Fax (225) 23-57-63-28
Subprefect: Mr. KOKORA François Tel: (225) 23-57-62-19, Fax (225) 23-57-63-04

Establishments involved in scientific research on attiéké:

CSRS, KM 17 route de Dabou Adiopodoumé Yopougon, Abidjan - 01 B.P. 1303, Abidjan **Directeur Général du CSRS** Prof. Bassirou Bonfoh Tél.:(+225) 23 47 27 92 / 23 47 28 e-mail:bassirou.bonfoh@csrs.ci

⁷ Milieu Naturel et Biodiversité, §2. Sécurité Alimentaire et Nutrition, <http://www.csrs.ch/recherches.php> AND

⁸ "See "L'attiéké made in Burkina Faso", <http://www.faso-dev.net/Attieke-made-in-Burkina-Faso-quand.html>

⁹ See "Innovations et diffusion de produits alimentaires en Afrique: l'attiéké (couscous de manioc fermenté) au Bénin », <http://knowledge.cta.int/fr/Dossiers/Demandes-d-innovation/Produits-de-base/Documents-bibliotheque-du-KIT/Manioc/Innovations-et-diffusion-de-produits-alimentaires-en-Afrique-l-attieke-couscous-de-manioc-fermente-au-Benin>

¹⁰ Burying it and immersing it in water.

Centre National de Recherche Agronomique :
KM17 Route de Dabou / 01 BP 1740 Abidjan 01 (Côte d'Ivoire)
Tel.: (225) 23 47 24 24 Fax: (225)23 47 24 11



The kponan yam of Bondoukou

The yam is a tuberous vine of the amylaceous family. There are 130 species, all originating in Africa. This is a plant which produces large tubers, whose high starch level enables energy requirements to be met in tropical regions.

In West Africa, production of yams is mainly based on the species *Dioscorea cayenensis* and *Dioscorea alata*. The latter is particularly important in Côte d'Ivoire. The "kponan" yam is derived from this species;¹¹ which leads to the *typicality* of the product: it is the water yam *Dioscorea alata* L.), a favourite variety with Ivorian consumers (besides the Krenglé variety). On the Ivorian market, the kponan yam is the most expensive variety, which allows a profit margin of 50%. Today, the kponan yam costs 250 francs CFA/kg and the Bêtêbêtê yam costs 175 francs/kg. In some markets, this variety sometimes costs two or three times as much, i.e. 400 francs¹².

The growing of yams¹³, all varieties combined, represented 310 580 hectares in 2004 in CI, or 63.72% of the area of non-cereal food crops.¹⁴ The latest statistics available from the FAO (2007), put CI in second place as a producer of yams behind Nigeria and ahead of Ghana¹⁵. However, storage and the marketing/exportation of this product remain low. Concerning storage period, the main problem is that its minimum for yams is estimated at about eight months. Therefore, post-harvest losses are high, which represents an enormous loss of income for Ivorian agriculture. For this reason, there are periods when this food is not available on the market for this reason. The Inter-professional Fund for Agricultural Research and Advice (*Fonds interprofessionnel pour la recherche et le conseil agricoles*, hereinafter FIRCA)¹⁶ carried out a study to review the situation and dissemination of processing and storage techniques for yams post-harvest. The aim was to convince producers of the importance of the dissemination of storage and processing techniques for yams, in order to reduce post-harvest losses which represent 30 to 40% of the production for these two key products.

As for **marketing/export**, root plants and tubers such as the yam are almost only grown by small-scale peasant growers for their own subsistence. On the African continent, only about 20% of production is sold¹⁷. The rate of sale, which have specific differences depending on the regions concerned, is much lower in rural areas than on the outskirts of the urban areas. This is at least partly due to very high transport costs compared with cereals. Which is why in CI, yams have not experienced an expansion in commercial production.

¹¹ In the RCI, there are four varieties of yam: Igbame bêtêbêtê, Igbame Florido Igbame Klinglè

¹² See Nimatoulaye Ba, Le panier... de la ménagère : mil, igname et poisson chinchard en hausse à Abobo, 2 Décembre 2008, <http://fr.alafrica.com/stories/200812030450.html>

¹³ The yam is one of the most highly prized goods, and is an integral part of the social, cultural, economic and religious life in CI: traditional ceremonies always accompany the harvest indicating the special status of this plant.

¹⁴ See provisional report by the RCI on the CBD, Mars 2009, <http://www.cbd.int/doc/world/ci/ci-nr-04-fr.doc>

¹⁵ See FAO STAT, Production/ Region by products "Top production yams - 2007", <http://faostat.fao.org/site/291/default.aspx>

¹⁶ FIRCA is a new professional tool set up in October 2003 to provide a response to the dysfunctions of the various systems for financing agricultural services. For more information, see <http://www.firca.ci/>

¹⁷ See http://www.fastonline.org/CD3WD_40/INPHO/VLIBRARY/GTHTML/X0066E/FR/X0066F02.HTM

As to the **structures presented within the sector**, the reference organisation is currently the Cooperative of Agricultural Producers of Bondoukou (COPABO), a regional cooperative specialising in processing, exploiting and selling several products including yams. Some bibliographical sources (Chaléard, J--L p584) reveal the existence of *parallel markets* for yams in 1996 which suggests that COPABO does not necessarily exercise control overall production and marketing¹⁸. Precise identification of the kponan yam production area remains a major challenge with regard to its preservation and exploitation.

Other useful information:

COPABO, a regional cooperative specialising in the marketing of yams:

Contact: BP. 293 Bondoukou Côte d'Ivoire

Tel.: (+225) 35 91 63 19 (+225) 35 91 63 19

FIRCA Contact: Tel: +225 22 52 81 81 ; Fax: +225 22 52 81 87 <http://www.firca.ci/index.php>



Tiébissou cloth

The cloth is a piece of fabric large enough to be tied around the waist, and whose edges can reach down to the ankles. With the modernisation and trends in dressing habits, this cloth can now be used to make skirts, women's suits, or trouser suits or skirt outfits. This fabric, woven from cotton or silk with a traditional loom, uses the method for the Baoulé, a people of central Côte d'Ivoire, to claim a typicality linked to geographical origin. Tiébissou, 68 km from Bouaké, is the largest centre of Baoulé weaving. Alongside the road leading to this town/département, the weavers make fabrics to make up authentic skirts, etc. The weavers are organised into craft villages, which are infrastructures for training and sales promotion (such as the "weavers' village of Bomizambo"). The exact number could not be identified

The attention paid by donors in recent years to the Great Lakes Region where the town/département of Tiébissou lies, is an important factor which could encourage the setting up of a GI. The African Development Bank (ADB) started a rural development project on 24 May 2002 for the Lakes Region.¹⁹ The specific objective is to increase the dynamism of the institutional framework with a view to increasing capacities for production, processing and marketing of the private sector in rural areas. So the programme aims to put in place permanent private organisations and structures, which would enable investors to produce more, and find the services they need (marketing, finance, supplies, processing, contract work, project preparation, technical support and management) in their area. This project also aims to reverse the migratory flow, by bringing together all the stakeholders keen to stay in the village or to move back there. The other objectives of the project seem to be completely compatible with the GI process: the creation of changes which will generate large numbers of jobs in rural areas for farmers, managers and technicians who want to work in the rural areas; improvement of the marketing of products; starting a return by young people to the countryside, to take on productive tasks; the gradual "liberation" of the creative energy of women for productive activities.

Among the **major challenges**, we observe the lack of national and international impact for this product and the absence of an organisation representing producers and the whole sector.

¹⁸ Research showed that an import-export company "TROPICAL-CI" also exported the kponan yam.

¹⁹ See "Projet de développement rural de la région des Lacs", <http://www.afdb.org/en/projects-operations/project-portfolio/project/projet-de-developpement-rural-de-la-region-des-lacs-1103/>



Katiola pottery (Poterie de Katiola)

Pottery forms part of the arts and crafts of Côte d'Ivoire. In the Katiola region, ancient know-how through successive generations of women determines the *typicality* of the pottery in this region. The clay, the raw material, is collected by the potter in wet or marshy land, crushed to make it uniform and then kneaded between the hands. It forms a large ball. The ball of clay is placed on a large plate between the potter's legs. She starts shaping the clay with her fist. Sausages of clay are shaped to assemble the pottery. She smoothes the pottery with a damp cloth. Now the pottery has to dry for two to three days. These ceramics are then fired for two to three hours. Traditional pottery encompasses flower pots for decoration, soup dishes for meals, and jewellery boxes.

The art of pottery is practised in particular in the town of Katiola in northern Côte D'Ivoire (main town of the Bandama Valley Region, which is largely inhabited by the Tagbana (farmers) and the Mangoro (whose main activity is pottery itself). The potters are mostly women from northern CI, and pottery also plays a major role among the Malinké. However, it is the pottery made in Katiola by Mangoro women which remain the most famous in the country.

The pottery is sold when tourists visit, or during trade fairs. In parallel, there is an organisation specialising in the importation of African art. Based both in the Paris region and Abidjan, "African Concept" imports African art and crafts from all over West Africa, particularly Côte d'Ivoire. Over a hundred craftspeople and dealers work with the company. Their method is to find proficient artists, give them subjects or adapt their proposals to the markets, let them produce the item and pay them. While this relationship may well contribute to the international reputation of Katiola pottery on the European *market*, it was not possible to find any information about the effectiveness on the return of profits to the producers, nor what proportion that represents.

A major advantage of the GI process is represented by the potential synergies with the tourism industry: the Haut-Bandama wildlife reserve (123 000 ha), which covers a zone of savannah north of Katiola and has very interesting flora, could become a natural extension of the Man tourism area, which would certainly have advantages in terms of marketing.

Nevertheless, as things stand, the setting up of a GI presents **several challenges**: the poor training of the craftswomen; production is organised informally (due to the lack of regulation and specific production methods) and the lack of a structured organisation of the sector. The National Federation of Professional Artisans could be an important factor in the structuring of the sector. The National Chamber of Professions of Côte d'Ivoire, created in 1993²⁰ with a mission to encourage economic and social development in the field of Ivorian crafts could also play a role in this regard. Other institutions which could assist are: the National Council of Tourism and Crafts (Conseil National du Tourisme et de l'Artisanat - CNTA), charged with initiating any process of reflection about the problems of the policy on development of tourism and crafts, and overseeing the informal sector and to make suggestions and recommendations to the Minister of Tourism and >Crafts; to organise concertation with the public and private sector involved in tourism, crafts and operators in the informal sector, to create greater synergy. The Vocational Training Development Fund (Fonds de Développement de la Formation Professionnelle - (FDFP) financed in particular by a tax on vocational training²¹ and on learning, already agreed in July 1998, and training plans for

²⁰ See Decree N° 93-01 of 7 January 1993 establishing the Chambre National de Métiers de Côte d'Ivoire.

²¹ This tax is levied on the artisans.

nearly 600 artisans. At the African regional level, the Coordination Committee for the Development and Promotion of Crafts (Comité de Coordination pour le développement et la Promotion de l'Artisanat - CODEPA)²², set up in 1990 with the aim of creating a framework for reflection and coordination between the Member States²³ with the aim of improving the competitiveness of African crafts by setting up action plans that meet identified needs. The missions of CODEPA are as follows: training of artisans; financing of the sector and access for artisans to public procurement; commercial promotion; setting up of a computerised system about crafts.

The donation by Japan of 2,081,742,090 of francs CFA to rehabilitate and equip the Katiola Ceramics Centre is also a factor for improving the viability of the sector. The modernisation of the techniques will attract 1700 young people who will be trained and introduced into economic life via this sector²⁴.

Other useful information:

Ministry of Crafts and SMEs, Artisanat Directorate (Ministère de l'artisanat et des Petites et Moyennes Entreprises, Direction de l'Artisanat)

Immeuble CCIA 267 étage Plateau 01 BP 4584 Abidjan 01 Fax (225) 20 21 91 720
CNTA Plateau – Immeuble Signal, 1er étage Secretary General of the CNT Mr. SANGARE Tima
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Deputy Secretary General Adjoint Miss Viviane Félicie DIBY; Tel. : 225 20 33 73 22

Chambre National des Métiers of Côte d'Ivoire

Contact: Issa KONE
Address: Plateau, Imm. La Pyramide 1st étage 01 BP 8613 Abidjan 01
Tel. : (225) 20 22 70 16
Fax: (225) 20 21 47 77

Fonds de Développement de la Training Professional

20 BP 1068 Abidjan 20. Tel: (225) 21 75 05 05. Fax: (225) 21 75 05 94.



Mountain Rice

Rice is a tall, self-fertile graminaceous plant, which grows more easily in tropical climates. However, it grows in very diverse climates, but will grow faster and more vigorously in hot, damp conditions. In CI, management of the rice sector has been marked by two major period, the first (1960 to 1977) characterised by a policy of state intervention, resulting in an increase in production of milled rice. The second period (since 1978) is characterised by the absence of coordination of the sectors, which led to a gradual increase in imports.

As far as the rice sector is concerned, on the one hand, the global context is characterised by an exhaustion of stocks (5 to 7% of global production); destruction of crops by natural disasters, (tsunami, floods, etc..) in the countries that provide the world's rice supplies; and an increase in domestic consumption in producing and exporting countries, particularly China and India. Moreover, in CI, rice is one of the cereals with highest consumption (58 Kg/capita/year). But rice production, which is estimated at 650 000 tonnes, is insufficient to

²² See Web site of CODEPA, <http://www.codepa.org/>

²³ The Member States of CODEPA are Algeria, Benin, Burkina Faso, Burundi, Cameroon, Congo Brazzaville, Côte d'Ivoire, Gabon, Ghana, Guinea Bissau, Guinea Conakry, Equatorial Guinea, Mauritius, Liberia, Libya, Madagascar, Mali, Morocco, Mauritania, Niger, Nigeria, the Central African Republic the DRC, Rwanda, Senegal, Chad, Togo, Tunisia, Zimbabwe,

²⁴ See "Le Japon offre plus de 2 milliards de Fr Cfa à l'ETFP"

cover the national requirements. So massive imports are necessary and cost the country over 100 billion francs CFA. In this kind of context, for CI, rice production is CI a real challenge in economic and food security terms²⁵.

Rice has received particular attention over the last few years. In particular in July 2008, the Ivorian government had decided to implement an emergency programme of 18 billion FCFA (about 28.7 million dollars), based on bringing back into production thousands of hectares of wetlands, which should lead to the country becoming self-sufficient in rice by 2012, and enable stocks to be constituted from 2017 onward.²⁶

In terms of quality, white rice produced, particularly in CI, is one of the lowest-protein cereals (although certain improved varieties do provide up to 14 g per 100 g). The white rice is husked and polished. It has lost much of its nutritional value and particularly contains less niacin, thiamine, magnesium, zinc, iron and fibres than brown rice. The type of rice growing used in CI is mountain or pluvial rice growing: the land is prepared and sown dry. These harvests often suffer from lack of moisture and usually rather infertile land. The yields obtained are often very low. This type of rice-growing is typical of mountain regions which explains that the area of high rice production in CI (57%) is found in the most mountainous region; spread across 600 000 ha, it mostly concerns the 18 Mountains Region the Moyen-Cavally region and Haut-Sassandra. 37% of pluvial rice growing is also practised in wetlands; in this case, it covers an area from north to south of about 115 000 ha. Whether it covers the wetlands or the mountains, pluvial rice-growing is known for these low yields and these lands which soon become impoverished if the appropriate growing practices are not adopted quickly.

On the initiative of the National Federation of food producers cooperatives of Côte d'Ivoire (*Fédération nationale des coopératives de vivriers de Côte d'Ivoire* - FENACOVICI) - a specific characteristic of local rice was detected. This institution observed that the mountain rice swells during cooking which enables one kilo feed three people a day. However, the preparation process is said to be difficult.

As to the **organisation of the sector**, it is appropriate to point out the existence of UCOOPAO-(*Union des Coopératives Agricoles de l'Ouest Montagneux* or Union of Agricultural Cooperatives of the Mountainous West), a union of cooperatives founded on 30 November 2004 pursuant to law 97-721 of 23 December 1997 on cooperatives. It brings together forty basic cooperatives with one thousand six hundred (1600) members. These cooperatives are drawn from the *départements* of the West of CI, i.e. Man, Biankouma, Danané, Bangolo, Kouibly. It offers specialised services, particularly in the care of plantations for cash crops such as oil palm, rice.

The **main weakness** of this product seems to be the lack of a specific quality or characteristics linked to the geographic origin.

Other useful information:

FENACOVCI - ADRAO

Centre du riz pour l'Afrique (Africa Rice), 01 B.P. 2031, Cotonou, Benin – Tel. (229) 21 35 01 88 Fax : (229) 21 35 05 56

UCCOPAO

20 BP 33 ABIDJAN 20 COTE D'IVOIRE
Résidence Latrille - bâtiment N - 1er Etage, Porte 160
Tel: (+225) 22 42 99 29 - Fax (+225) 22 42 99 27
Portable: (+225) 07 01 85 45 / 07 85 02 06

²⁵ The statistics in this paragraph are taken from the "Rice programme" of the CNRA, see <http://www.cnra.ci/Descprog.php?id=9&prog=Riz&act=present>

²⁶ Information taken from "Les femmes et l'auto-suffisance alimentaire en matière de riz", sur <http://www.connectionivoirienne.net/?p=7662>



Fakaha cloth (Toiles de Fakaha)

Fakaha cloth (Toiles de Fakaha) are strips of sewn cotton painted with natural colours. Originally, their function was not decorative. Originally liturgical, the purpose of these drawings subsequently became protective for hunters or for individuals who, on the advice of their diviner and healer sought the protection of the benign spirits. Under the influence of Western demand, the traditional cloth would progressively add new motifs²⁷ - characters, animals, dancers - themes that always draw on the traditional environment, whether it is everyday or ceremonial. The medium is always thick woven white cotton, assembled into strips sewn to each other to form a canvas that can sometimes reach a size of three metres.

This is the traditional work of the Sénoufo ethnic group of the town of Korhogo, and particularly the village of Fakaha, these cloths present the **elements of typicality** of the famous product: the Sénoufo excel in the art of weaving. They are famous for their painting on fabric. On panels of unbleached fabric, the artisan draws and paints geometric motifs, usually in white or black. The weavers use vegetable dyes like indigo or kola, which requires complete mastery of the process of painting with dyes.

The study concentrated on **the geographical zone** chosen by the interministerial Committee for the promotion and protection of GIs. The project for "promotion and protection of GIs in Africa" (see introduction) chose the name "toiles de Korhogo" (Korhogo cloth). The choice of one name or another may have consequences in terms of institutional capacities. While Fakaha recognised as the place with intense production of Sénoufo cloth, Fakaha is a village and pursuant to Law n°2001-476 of 9 August 2001 which lays down the principles under which the territory is organised, it is a decentralised entity; It did not transfer any powers to decentralised entities. What is at issue here is that if the village is chosen as the geographical area, is whether it will have the capacity to absorb economic and social programmes initiated by the state that it represents, although it has no economic and social powers. As Korhogo is a region and, in this capacity, a territorial authority, the name "Korhogo cloth" could appear more promising, subject to the adoption of the implementing orders that make the transfer of powers to this decentralised entity effective.

It is possible to find information or documentation about the **organisation of production**)²⁸. In Fakaha we find the "craft village for painting on fabric" *as a local organisation*, but it was not possible to find out what was the status of a "craft village". Law no. 97-721 of 23 December 1997 on cooperatives and in particular, evaluation of the potential of the Organisation to undertake a GI process Creation of the Union des Groupements à Vocation Coopératives des Artisans du Nord (Union of Groups of Cooperatives of Artisans of the North) in 1983 allowed 20,000 rural artisans around the country to be brought together. Still at local level, the Regional Union of Cooperative Enterprises of the Savannah Area of Côte d'Ivoire (Union Régionale des Entreprises Coopératives de la zone des Savanes de Côte d'Ivoire - URECOS) may be a dependable source of information about the Organisational potential of the Senoufo cloth industry.

²⁷ The old motifs represented above all symbolic animals: serpents, lizards, turtles, fish, birds and others, woven into varied geometric compositions: dots, stars, latticework, straight or broken lines.

²⁸ Examples: Elodie Vermeil, Dominique Auzias, Jean-Paul Labourdette, "la route du nord", http://books.google.fr/books?id=MYLszKLN0YC&pg=PA335&pg=PA335&dq=TOILES+DE+FAKAHA&source=bl&ots=s2dqv_k-ZU&sig=xUxKYuTpKMDyDltp_firhHUYAFw&hl=fr&ei=R9upS6TIGoaGmwO1_lj3AQ&sa=X&oi=book_result&ct=result&resnum=6&ved=0CBoQ6AEwBQ#

Infrastructures at national and African regional level, quoted in the "Pottery of Katiola" study could also be brought into play: Chambre Nationale des Métiers de Côte d'Ivoire, Conseil National du Tourisme et de l'Artisanat, le Fonds de Développement de la Formation Professionnelle and Comité de Coordination pour le développement et Promotion de l'artisanat (CODEPA).

For the moment, the Pottery of Katiola have found a way of exporting via "Solidar Monde", a company founded in 1984, specialising in trade in product coming from the third world, which purchases craft products and food from organisations of producers in poorer countries. Solidar Monde works in the field of fair trade. Fair trade represents a means for improving the means of subsistence because it constitutes a stable market outlet for artisans and an income in exchange for their work. Although they do not have the same guiding principles, the GI and fair trade processes could duplicate efforts and thus contribute to spreading the benefits of the work in question. Incidentally, it is interesting to note that in terms of the market, Fakaha cloth which uses Ivorian cotton is subject to the fluctuations in the price of that raw material. Finally, the initiative of creating display and sales workshops remains an encouraging sign.

Other useful information:

President URECOS Meike MEITE,

BP 635 Korhogo CI meitececi@avisoci.ci 225 36 05 71/ 36 86 03 CODEPA + Le Conseil National du Tourisme et de l'Artisanat (CNTA) cf

Ministère de l'artisanat et des Petites et Moyennes Entreprises, Direction de l'Artisanat Immeuble CCIA 267 étage Plateau 01 BP 4584 Abidjan 01 Fax (225) 20 21 91 720

CNTA Plateau – Immeuble Signal, 1er étage Secretary General of the CNT Monsieur SANGARE Tima Telephone: 225 20 33 73 22 E-mail: timayohnan@yahoo.fr. Deputy Secretary General Adjoint Miss Viviane Félicie DIBY Telephone: 225 20 33 73 22

Chambre Nationale des Métiers de Côte d'Ivoire

Contact: Issa KONE

Address: Plateau, Imm. La Pyramide 1^{er} étage 01 BP 8613 Abidjan 01

Tel. : (225) 20 22 70 16

fax : (225) 20 21 47 77

Fonds de Développement de la Formation Professionnelle

20 BP 1068 Abidjan 20. Tel.: (225) 21 75 05 05. fax: (225) 21 75 05 94.



Cacao

The cacao tree grown in CI has its origins in the wet tropical forests of Central and South America. This tree is suited to various situations and is now cultivated in Africa in the tropics. But it is mainly in West Africa, particularly in CI and in Ghana, that it found ideal conditions to expand. Traditionally, cacao is divided into three groups. That of CI, which is the Trinitario group. This type of cacao tree comes from a cross between the first two groups, the Criollo and the Forasero. Trinitario are vigorous, highly productive trees, which account for 20% of world production.²⁹ by value. However, the beans provide an intermediate quality sought for the making of chocolate powder. Moreover, research on Ivorian cacao has led to some noteworthy scientific advances. Four forest species, *Acacia mangium*, *Glyricidia sepium* and *Albizzia lebbeck* and *A. guachepele*, were evaluated for replanting of cacao trees in the country.³⁰

²⁹ See Claire Pergrale, "Cacao" 7 October 2009, <http://www.quechoisir.org/article/Chocolat-noir-Le-cacao/0939876E7003BC6DC1257648002FB8B3.htm>

³⁰ See, CNRA, « See CNRA "Cacao programme", <http://www.cnra.ci/pp.php?typ=produit&mat=vegetal>

With annual production of approximately 1 200 000 tonnes³¹, CI is the world's leading cacao producer. As regards compliance with quality standards, a steering committee charged with implementing the certification policy for cacao in CI is implementing certification of Ivorian cacao, which is based overall on the Harkin-Engel protocol, whose objective is to eliminate the worst forms of child labour in the growing of cacao.

Several initiatives are currently ongoing to exploit the sector better. Following the "Sustainable Tree Crops Programme" (STCP), initiated by chocolate industry, researchers representing the government and USAID, a national network on cacao was set up in CI on 21 November 2000. The main activities of the programme for the period 2000-2001 were, in particular, the improvement of the management and verification of the quality of the cacao by cooperatives. In the context of this project, three pilot projects were implemented in three cacao production zones:

- Zone 1 (East): Abengourou, Agnibilekro, Aboisso, Agboville, Tiassalé, Adzopé, Alépé;
- Zone 2 (Centre West) : Abidjan, Divo, Gagnoa, Oumé, Bouaflé ;
- Zone 3 (West): San Pédro, Soubré, Daloa, Issia, Man, Danané;

The main difficulty in the cacao sector in setting up a GI seems to be a lack of a dynamic for rational integration of all producers. Almost all over CI, planters remain in a system of extensive culture with insignificant use of fertilisers. The yield level is estimated at 600 kg/ha, which is very low compared with the yields of 1 500 to 2 000 kg/ha obtained in the CNRA research stations or Anader. This is partly due to diseases of the cacao tree.

Moreover, a series of trade marks have recently been registered: the trade mark "Le Chocolat du Planteur" has been registered by the Bourse du Café et du Cacao (Coffee and Cacao Exchange) (BCC) with the African Intellectual Property Rights Organisation (AIPO) and the Institut National français de la Propriété Intellectuelle (INPI - French National Property Rights Institute). Promotion of the trade mark "Le Chocolat du Planteur" is a matter exclusively for the Bourse du Café et du Cacao (BCC) and CI on behalf of cacao planters and the sector in this country.



Savannah cotton (Coton des Savanes)

Cotton fibre is the natural prime raw material for the textile industry, and cotton cultivation is the foundation of the agricultural development of many tropical developing countries, including CI.

The cotton sector is the main economic resource of the savannah region of CI. **The organisation of producers** into cooperatives and unions of cooperatives meeting in an umbrella association of the cotton sector in Côte d'Ivoire (AFFICOT-CI), gives them a framework for upholding their interests; The cooperatives at grass roots level and the groups of producers fulfil different functions which are essential to the operation of the sector (identifying requirements for inputs, distribution of inputs, grouping and weighing seed cotton, management of loans and marketing of seed cotton, defence and upholding the interests of their members, etc.). ; The unions of inter-regional cooperatives have cooperative loans to reinforce their capacities in order to carry out economic and commercial actions in favour of their members.

³¹ This quantity was calculated by the CNRA research, <http://www.cnra.ci/descprog.php?id=1&prog=Cacao&act=present>

According to the National Agricultural Census of 2001 (growing season 2001-2002), cotton is grown by 2 657 261 small traditional farms, 14 320 large traditional farms and 69 modern farms on an area where it is the main crop covering 280 115 hectares. The population directly or indirectly concerned by cotton production is about 3.5 million people. It contributes to the modernisation of farms through the use of animal draught power on more than 40% of plantations, and the introduction of motorisation, and the creation of community infrastructures such as rural paths, schools, dispensaries and drilling for water, as well as structuring of the rural world³². However, the inadequate resources and difficulty of access to credit do nothing to facilitate the modernisation of plantations, and may lead to the re-sale of inputs to cover urgent requirements for cash. In certain areas the pressure on land leads to a reduction in the acreage turned over to cotton, or an overexploitation of the land. Likewise, producers have little confidence in the ability of their organisations to uphold their interests and improve their income. Despite the existence of cooperatives accredited by the law, lack of knowledge about this law on cooperatives and the inadequate supervision exerted by the State leads to organisational and functional mismanagement; cooperatives are approved without their viability having really been checked. Under normal conditions, producers were able to obtain average yields of nearly 1 500 kg/ha in 2002-2003.³³ Falling prices paid to producers, sometimes deficient management by the cotton companies, the numerous delays in payment and sometimes failure to pay for seed cotton by some ginners have seriously affected producers and aggravated poverty in the cotton-growing area. Income from cotton received by producers has fallen without producers being able to compensate that loss easily with additional or alternative income. In response to their low income level, producers adopt a series of risk-averse attitudes, which result in a cut in production and by defaulting on payment for inputs. The reduction in production increases the relative share of fixed costs in the sector, and unit production costs. Difficulties and delays in the supply of inputs reduce producers' confidence in a privatised, liberalised cotton sector.

As for the **specific quality** of Savannah cotton (Coton des Savanes), FIRCA, which was set up by decree 2006-80³⁴ should enable the identification of the characteristics specific to Ivorian cotton. However, in 2007, no inter-ministerial decree setting out the implementing arrangements for the aforementioned decree had yet been published. However, in the context of the National Agricultural Research Centre (CNRA), CI is implementing a programme relating, in particular to the *quality* of seed cotton. Until now, the programmes have enabled the best-performing varieties to be selected and the appropriate technical approaches to be devised for local conditions and the fibre market ; a schema for production/multiplication of high-performance cotton seeds has been devised jointly by CNRA and the cotton companies. Therefore, it was not a matter of identifying a quality of fibre specific to the geographical zone of production of cotton in CI. On the other hand, manual harvesting of seed cotton is an advantage for increasing the value of the fibre on the international market.

With regard to the socio-economic role of this sector for the Savannah region and for the country, the government wants to take voluntary action to revitalise this sector of the economy, with the involvement of the players and partners of the sector. Due to the location of the areas of production, this revitalisation is particularly important in the context of coming out of the crisis. The overall objective of the strategy to revitalize the cotton sector launched in 2007 is to contribute, in the context of the poverty-reduction strategy, to economic growth in cotton-growing areas. The objectives are based on four key action areas, one of which is to improve the quality of the cotton, to centralise the grading of the fibre, and promote a "Cotton from Côte d'Ivoire" label. The reconstruction of the schema for producing high quality seeds will enable the quality potential of the seed cotton and the fibre to be restored. To this end, the mandate of the service providers in charge of checking and monitoring the

³² These statistics come from the Declaration of strategy to revitalise cotton, p. 4, http://www.coton-acp.org/docs/strategies/strategie_relance_coton_ver19_06_20.pdf

³³ *ibid*

³⁴ Decree 2006/80 of 31 May 2006 on introduction of a professional levy on seed cotton for the benefit of FIRCA.

marketing will be extended to auditing the quality of the seed cotton. INTERCOTON will be charged with running an awareness-raising about the importance of the quality of the seed cotton for the sector, and to inform its members of the arrangements made for stricter control of quality. The ongoing negotiations with UNIDO for a project which follows on from a programme to promote quality carried out with WAEMU which should allow concrete progress in this field.

Other useful information:

The Professional Association of Cotton Companies in Côte d'Ivoire (Association Professionnelle des sociétés cotonnières de Côte d'Ivoire - APROCOT-CI)
INTERCOTON inter-professional organisation of the cotton sector and AFFICOT-CI
AFFICOT-CI the Association of Umbrella Organisations of the Cotton Sector (Association des Faïtières de la Filière Cotonnière) de Côte d'Ivoire



Grand Boudoury rubber tree

The para rubber tree is a tree which yields <http://www.linternaute.com/dictionnaire/fr/definition/du-1/> rubber. The first industrial-scale plantations of this tree date back to 1953, on the initiative of colonial private firms. But it was from 1978 onward that the government would launch a huge programme of establishing para rubber tree plantations in villages. Today, it is a conversion crop, following the recent loss of confidence in the pineapple sector.

With 40% of the rubber sector located in Grand Boudoury³⁵, in the Lagoons region, the rubber sector, which is the sixth-largest in terms of Ivorian exports,³⁶ is spread across the central western part of the country with coffee and cacao and para rubber trees all being grown in polyculture systems. So the production area is not totally unified, which is not without impact on the geographical indication chosen. A collaboration between Cirad and CNRA led to the characterisation of the genetic diversity of the para rubber tree both from the agricultural and the molecular viewpoint. 6 genetic groups were able to be defined, each group bringing together populations that originated in the same Amazonian river basin. However, no factors demonstrating *typicality* were clearly revealed. Nevertheless, several studies have shown that humanity will need natural rubber produced from the para rubber tree for a long time to come: the sector has several market opportunities. The tyre industry remains one of the main markets for the sector, with the MICHELIN company. Nowadays, the para rubber tree is virtually the only source of natural rubber, an irreplaceable product for the tyre industry or for the fabrication of latex condoms and gloves. The para rubber tree can also serve to produce oil. So it is the processed product that may embody elements of typicality.

During the 1990s, a period of structural adjustment and of the state withdrawal from agriculture, the sector was privatised and is gradually re-building around the association of natural rubber professionals and manufacturers l'Association des professionnels et manufacturiers du caoutchouc naturel (APROMAC). An association of those involved in rubber production, it sets prices each month for para rubber to reflect global prices. Seventeen organisations of growers, processors, researchers and traders are involved in the Ivorian para rubber industry.³⁷. In 2007, 61% of producers remained "independent" (private)

³⁵ Figure taken from "Agriculture de la Côte d'Ivoire", <http://www.educarriere.info/CI/agriculture.php>

³⁶ After cacao, cotton, coffee, palm (crude and refined) and palm kernel oil, and bananas.

³⁷ For more information about these organisations, see APROMAC/ Membres/, on <http://www.apromac.ci/index1.php?apro=membres>

compared with 39% who have organised into agricultural companies. APROMAC is a member of UNEMAF (Union des Entreprises Agricoles et Forestières - Union of Agriculture and Forestry Companies) and an observer at the FDHEV (Fonds de Développement de l'Hévéaculture villageoise - Village Para Rubber Growing Development Fund which enables it to be involved at the heart of professional, economic and technical interests of its seventeen members and to ensure a degree of coherence in the sector. with regard to the Ivorian para rubber tree growing industry.³⁸. Among them, we see that production is dominated by six large rubber growing companies on the one hand, and 7000 planters on the other. In 2007, 61% of producers remained "independent" (private) compared with 39% who have organised into agricultural companies³⁹.

National rubber production increased by 61.70% between 1995/1996 (77 000 t) and 2003 (124 502 tonnes). In 2007, production was 188 532 tonnes. As stated in a report published last January by FIRCA with the support of the Bureau national d'études techniques et de développement (BNETD - National technical studies and development bureau), plantations aged from 0 to 6 years represent 64 % of the area⁴⁰. However, para rubber trees are perennial, with a life of over thirty years, and the trees produce twice as much after the twentieth year. There are fewer diseases than in cacao growing, and the labour is less arduous. This multiplies the productive potential of the para rubber tree in Côte d'Ivoire. Exports amount to 118,000 tonnes of natural rubber, worth 41.7 billion FCFA.⁴¹. Although it is a viable sector, the potential for processing Ivorian para rubber is currently limited. While factors are sprouting in the field close to the producing areas, they settle for only carrying out primary processing - the main market opportunities for the sector being with the Michelin company. Above all, nowadays, the para rubber tree is virtually the only source of natural rubber for hard rubber. A handful of industrial plants are trying out secondary processing - including a plant manufacturing foam mattresses, a plant making enema bulbs and a glove factory. Now, it is being considered to take this further by setting up factories for condoms, teats, etc.

As the number one rubber producer in Africa, it is very much in CI's interests to expand its para rubber growing. At the beginning of January 2008 in Dabou, the Agriculture Minister outlined the recovery plan for the sector, known as the 7th para rubber plan. It aims to raise the area planted to 300 000 ha by 2020, thus raise production to about 600 000 tonnes. The European Union made its contribution of 1.3 billion FCFA to the project for producing enhanced plant material. The planters, who have joined forces within the Fonds interprofessionnel de solidarité hévéa (FISH - para rubber inter-professional solidary fund), now has a rubber processing factory. The foundation stone of the factory was laid at the beginning of January 2008. It should produce 15 000 t of dry rubber per year⁴².

It remains to be seen whether the factors for competitiveness are present, and to identify the market that exists particularly in Africa and in Europe for such industrial units. The question arises even more acutely since at present, a GI for para rubber from Côte d'Ivoire will come up against intense competition from Thailand, Indonesia and Malaysia. Some regions in the country are now attempting to specialise in this production, as in the Fromager region, in the *département* of Gagnoa. Over the last two years, the Société agro-industrielle du Fromager has been developing para rubber plantations throughout the *département* of Gagnoa. There has also been a proliferation of private initiatives concerning para rubber trees, which have led to fears of this going beyond the scale of traditional peasant farming. However, the establishment of a GI presupposes a precise definition of a region associated with a particular quality. A handful of industrial plants are trying out secondary processing -

³⁸ For more information about these organisations, see APROMAC/ Membres/, on <http://www.apromac.ci/index1.php?apro=membres>

³⁹ Data from APROMAC, <http://www.apromac.ci/index1.php?apro=pn>

⁴⁰ The statistics in this paragraph come from: Jeune Afrique, « La ruée vers l'hévéa », juillet 2009, <http://www.jeuneafrique.com/Article/ARTJAJA2533p100-102.xml0/-hevea-caoutchouc-La-ruée-vers-l-hevea.html>

⁴¹ Figure taken from « Agriculture de la Côte d'Ivoire », <http://www.educarriere.info/CI/agriculture.php>

⁴² See « Relance de la culture d'hévéa en Côte d'Ivoire », http://www.commodafrica.com/fr/actualites/matieres_premieres/hevea?archivepage=45

including a plant manufacturing foam mattresses, a plant making enema bulbs and a glove factory. Now, it is being considered to take this further by setting up factories for condoms, teats, etc. Finally, there has been a decline in the price for para rubber due to the financial crisis. After reaching a peak of 2.60 dollars per kilo in 2007, the price of para rubber fell suddenly at the end of 2008. It started 2009 at 1.35 dollars per kilo, and rose to 1.5 dollars in April 2009⁴³.

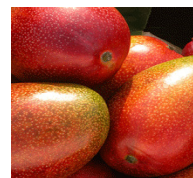
Considerable hopes are being pinned on the wood of the para rubber tree, for example. In 2001, CIRAD showed that the wood of the para rubber tree could provide a substantial income for growers in the sector. The proportion of the additional income flowing back to the para rubber tree grower for the sale of the trees as standing timber is of the order of 200 000 to 300 000 FCFA/ha. In the climatic conditions of the lowlands of the RCI, para rubber tree timber dries very easily in the air⁴⁴. Para rubber timber is easy to saw. The physical and mechanical characteristics of the wood give reason to believe that this could create jobs. In terms of energy, the para rubber tree could make an effective contribution to solving the country's energy problems with firewood and charcoal.

Other useful information:

APROMAC 04 BP 2112 Abidjan 04 (Côte d'Ivoire) Tel: 22 41 46 16 /2.22 41 46 16

E-mail: apromac@aviso.ci

Société de Caoutchouc de Grand Béréby (SOGB) +225 219 947 BP 355 San Pedro Côte d'Ivoire



The Kent mango of Côte d'Ivoire

The mango is a stone fruit with a variable shape: ovoid, round, kidney-shaped, with more or less flat sides. It has a smooth, green skin which is tinged with yellow, orange, red or violet, depending on the variety. The orangey flesh is strong-tasting and has low acidity. This is a tree that grows tall, and can reach a height of 25-30 metres. Its overall shape depends on the variety, which determines its specificity. In June 2004, for CI,⁴⁵ CIRAD identified the main varieties grown in West Africa. Each variety was described, as are its growing characteristics and its potential markets. In the context of this study, nothing has enabled us to establish with certainty that the Kent variety is only grown in RCI, and above all, that the Ivorian mango has some precise typicality due to its environment. The particular qualities of the mango connected with its geographical origin are the subject of a research programme carried out by the CNRA since 2008 and until 2011. This programme also aims to study a potential improvement in the quality of this product⁴⁶.

⁴³ *Ibid* note 36

⁴⁴ Ahoba Assande, « l'hévéa source de revenu additionnel aux fins d'exploitation de latex », <http://peren-conf2001.cirad.fr/pdf/6-5ahoha.PDF>

⁴⁵ See, <http://www.fruits-journal.org/index.php?option=article&access=standard&Itemid=129&url=/articles/fruits/pdf/2004/03/I4018.pdf>

⁴⁶ 2008-2011 Project on the processing of the mango: « Programme Conservation et Transformation des produits agricoles » : politique de restructuration des filières fruitières, fondées sur le renforcement de la capacité productive et d'amélioration de la qualité conforme aux normes et règlements du marché international, accentuation de la recherche agronomique. ("Programme concerning the keeping qualities and processing of agricultural produce: policy for restructuring the fruit sectors, based on reinforcing production capacity and improving quality in accordance with the standards and rules of the international market, accentuation of agricultural research.

The **geographical area** was identified: on North of Côte d'Ivoire, where the Sudanian type climate is well-suited to the growing of mango trees (20,000 ha)⁴⁷. The health map of mango groves in Northern and Central Côte d'Ivoire was updated as part of a research programme carried out by the CNRA.

Today, **with production** of over 100 000 tonnes per year from over 20 000 ha, CI only exports 10% of this production. However, the volumes of mangos exported doubled between 1995 and 2000 with a fluctuation between 8 000 tonnes and 11 000 tonnes. These exports put Côte d'Ivoire in 2nd place as supplier to the European market behind Brazil and ahead of South Africa. Approximately 60 %⁴⁸ of exports are sent to France. Exports earn 1 billion FCFA per year for mango producers. Therefore, the players in this sector are thinking about how to increase the value of this product. In particular, more and more of the exporters who are members of OCAB (Organisation de Commercialisation de l'Ananas et Bananes - Pineapple and Banana Marketing Organisation) are taking an interest in mangoes due to the experience they have acquired with other "traditional" fruit. In this process, the stakeholders are considering assigning a major role to processing.⁴⁹: juice, jam, vinegar, mango liqueur, dried mango, in the knowledge that other neighbouring countries are already occupying the mango processing market.

On the advice of FIRCA, mango producers in the Korhogo region have just set up a cooperative to uphold their interests: Grinnagnon. However, the president of the cooperative - Mr. Yeo Kassonguina - has concentrated on the producers' wish to control their sector by looking for a fair price and processing the residues locally. The process of reflection about GI could concentrate in a few years time on the processing of the raw product.

An encouraging sign is the funding by FIRCA of many training projects on certification, new techniques of combating fruit flies and support for developing mango by-products, making available of approved pesticides, a diagnosis of the state of health of mango groves and the evaluation of the management by producers.



Cashew nuts

The cashew tree is a small tree growing to a maximum height of 15 metres, with a short trunk, and which can be used for its wood, its balm and its oil. However, the major market opportunity for this tree comes from the production of the nuts, which are 3 to 5 cm long, and can be eaten grilled as a snack with drinks: cashew nuts. The cashew almond is extracted from the nut. The cashew nut grows first. When it reaches its maximum size, its peduncle develops considerably and quickly, to become a "cashew apple", also known as a "false fruit". Then the nut loses moisture, which causes it to shrink and harden. Now it only represents 10% of the weight of the whole fruit.

The first plantations of cashew trees started in CI in the town of Korhogo between 1959 and 1960 with the aim of spreading the advance of the desert in the north of CI. Currently, they are the longest-established crop in the northern regions of Côte d'Ivoire, where the land is less favourable for agriculture than in the south of the country. For the last few years, Côte d'Ivoire has recorded 10% growth in demand for cashew nuts⁵⁰.

⁴⁷ Statistic taken from « Agriculture de Côte d'Ivoire », *Mangue*, <http://www.educarriere.info/CI/agriculture.php>

⁴⁸ *Ibid* note 43.

⁴⁹ Firca organised a mission to Mali and Burkina Faso.

⁵⁰ Unless stated otherwise, the data in the "cashew nut" section is taken from « Noix de cajou », <http://french.cofruci.com/gpage.html>

There are two varieties of cashew nuts in Côte d'Ivoire, the larger being known as the Jumbo. Research carried out has shown that the cashew nut reacts very favourably to a hot, dry climate, and that when produced in this climate, it is extremely sweet. Which means that: the cashew tree grows mainly in tropical areas where the average temperature varies between 22 and 28 °C and tolerates rainfall of 500 to 4 000 mm per year. The cashew tree needs well-drained rich soil, which is well-watered during the dry season. The cashew needs a lot of light to give maximum yields.

The area cultivated in Côte d'Ivoire since the early 1980s, which was 10 000 ha is now estimated to be about 35 000 ha⁵¹ and break down essentially between: Bouna, Bondoukou (46 %), Odienné, Séguéla and Mankono (26 %), Dabakala, Katiola and Bouaké (13 %), Korhogo, Boundiali, Tengrela and Ferké (12 %) which has considerably increased the acreage. So, affects the Zanzan region (North-East), the (northern) Bandama Valley and the Savannah. We chose the designation *Noix de cajou de la zone de Savanes* » ("Cashew nuts from the Savannah area) for the following reason: The Savannah zone of northern Côte d'Ivoire is based on an administrative division, and covers 6 regions, three of which are where production is concentrated; So it appeared more appropriate to take account of larger expanses of territory than the region, so that some producers would not be unfairly deprived of the benefit of the process. However, the zone identified only has an eco-climatic function, and does not have the decentralised authorities that could drive forward a rural development dynamic.⁵² Various state infrastructures have been set up with this in mind, as shown by the existence of AREA (see below).

moreover, twelve cooperatives appear in a decree from the Ministry of Agriculture and the Ministry of Economics and Finance, which approves them as nut exporters for the 2010 growing season.⁵³ Uncertainty remains about the approval of these cooperatives by the Ivorian law on cooperatives, and therefore, there is uncertainty about their capacity to function as genuine businesses. The whereas clauses included in the decree, and which describe the conditions under which the author of the act exercised the power relative to the act in question, do not mention Law n° 97-721 of 23 December 1997 on So our choice of designation relates to the savannah areas, because the savannah zone of northern Côte d'Ivoire results from an administrative division, and includes three regions where production is concentrated; cooperatives which causes us to wonder about the real status of the Organisations mentioned in this context.

The GI potential of "la Noix de cajou de zone des Savanes" (cashew nuts from the Savannah area) is high and represents a sizeable economic potential. They are consumed in over 120 countries, and mainly imported by 65 countries. With one-fifth of the world's imports of nuts, the United States are the main importers of cashew nuts⁵⁴. Next come the Netherlands, Japan, the United Kingdom, Germany and Canada. The sharp rise in global cashew nut prices over the period 1994-1999 enabled rapid expansion of this crop in all the regions of the north: without any state aid, production rose from 5,000 tonnes in 1993 to over 100,000 tonnes today and the price from 50 to 80 F CFA per kilo in 1993, and is now between 200 and 250 FCFA per kilo. According to a report produced by UNCTAD, the WTO and the ITC in 2002, Côte d'Ivoire is the world's fourth-largest producer of cashew nuts⁵⁵ behind India, Brazil, Vietnam and is the leading African producer of cashew nuts.

⁵¹The statistics in this paragraph come from « *diagnostic stratégique de filières agro industrielles - rapport Côte d'Ivoire* », Juin 2002, <http://www.unctad.org/infocomm/francais/anacarde/Doc/agroindCI.pdf>

⁵² Specifically, Côte d'Ivoire can be divided into four eco-climatic zones, which are, from South to North: a coastal fishing zone; a huge forest region; a zone of grassy savannah; a southern sudanian zone.

⁵³ Twelve other cooperatives are approved as exporters by this same decree of 10 February 2010, see http://www.areca-ci.com/index.php?Option=com_downloads&Itemid=7&task=finish&cid=54&catid=13&lang=fr

⁵⁴ Data from ARECA, *the cashew tree*, 4.3.2 international trade, http://www.areca-ci.com/index.php?option=com_content&view=article&id=2&Itemid=5&lang=fr

⁵⁵ See UNCTAD/WTO/ITC: *Analyse de la situation de l'anacarde en Côte d'Ivoire: situation actuelle et perspectives* », (Analysis of the situation of cashew nuts in Côte d'Ivoire, current situation and outlook") July 2002, <http://anacardium.info/IMG/pdf/ivoire.pdf>

But this breakthrough by the cashew nut sector is linked to the collapse in prices of coffee, cacao and cotton. In the opinion of some businesses operating in the sector, the quality of nuts collected has gone down as the quantities sold have steadily risen. According to the specialists, this is due in particular the ageing of the first plantations, which are reaching their age limit for production (30 to 40 years) after which they ought to be replanted. This conservation of the cashew tree is a real environmental issue since, as we have seen, the cashew is used to protect degraded soils from erosion, due to its thick, pivoting roots. Moreover, at the same time as being the leading African producer of cashew nuts, Côte d'Ivoire loses the majority of the value-added by exporting the majority of them in their raw state⁵⁶ to India⁵⁷ where they are shelled then exported to Europe. Indeed, CI has a processing level of less than 10%, to the point that the origin "Côte d'Ivoire" is often ignored by importing countries once the finished product has been obtained. However, the majority of the cashew tree can be exploited, whether for its wood, its fruit, its nuts or its balm. It is not a difficult crop to grow, and that work could be reinvested in the products derived from processing. The ambition of the sector is to process the production on the spot. The cashew nuts processed locally are not subject to the "port tax" of 10 FCFA charged on export, unlike the nut still in its shell⁵⁸. In addition, the research programme carried out on cashew nuts between 2004 and 2007 shows that despite this performance, productivity of plantations remains poor, with yields varying between 300 and 500 kg of nuts per hectare, compared with a yield ranging from 800 kg to 2 T per hectare worldwide. Therefore, it is important to improve yields, by making available efficient plantation equipment, with the appropriate technical facilities. A programme has been ongoing since 2008, and will continue until 2011⁵⁹. Finally, the producers seem to have little control over the marketing chain: for cashews, the government has not set the purchase price paid to producers, as it has been able to do for coffee or cacao. The marketing of cashew nuts is carried out via a complex network of intermediaries and dealers who go to the villages to collect the nuts from the peasants. The stocks are then sent to Abidjan to the representatives of importers or exporters.

Also known as "coffee of the north", cashew nuts are currently performing well below their potential. It has been established that purchasing of cashew nuts depends on the following key factors: *count* (180-200, 200-220, 220-240 nuts/kg); *origin, moisture* (the moisture level must not exceed 10%); *defective nuts* (mottled, shrivelled, oily, empty, unripe, brown). These considerations are listed in particular in the EEC-UN standard on the inspection and commercial quality of cashew nuts (DF 17, 1999)⁶⁰. Quality criteria are already applicable to cashew nuts from India, Brazil, etc. With regard to origin, the raw nuts from Côte d'Ivoire are threatened by the lack of market opportunities in the medium or long-term because, for health reasons, the European Union has decided to open its market only to nuts where the origin is specified on the packaging.

The establishment of a GI appears to be of the utmost necessity. It will enable uniformity to be established and international protection in production, gradual development of the processing potential, control of the marketing and the cost price, and the sustainability of the sector. To accompany this process, the sector will be able to benefit from support provided by state bodies set up, such as the national agency for support to rural development (Agence nationale d'appui au développement rural - ANADER) and the Cotton and Cashew Regulation Authority (l'Autorité de Régulation du Coton et de l'Anacarde- ARECA who will be

⁵⁶ Annual world trade in cashew nuts is about 175 000 tones (period 1961-2004) in quantity, and 100 million in value, giving an average export price of \$571 per tonne.

⁵⁷ Purchases of cashews: the market relies on the exportable categories, which are sorted into 26 sizes imposed by the processors in India and Brazil. The nuts in their shells are packed in sacks of 50 kg (or 80 kg) and the nuts themselves in tinplate boxes of 25 Lb with 2 boxes being shipped per carton.

⁵⁸ This information is drawn from the EU-West Africa report, « Diagnostic stratégiques des filières agro industrielles- Rapport Côte d'Ivoire », June 2002, <http://www.unctad.org/infocomm/francais/anacarde/doc/agroindCI.pdf>

⁵⁹ For more information, see: http://www.cnra.ci/downloads/Chrono_activites_prog_Anacarde.pdf

⁶⁰ See <http://www.unctad.org/infocomm/francais/anacarde/Doc/CEEONU17.pdf>

key partners⁶¹. Cashews are the subject of a research programme by FIRCA relating in particular to applied agronomic research, Agricultural Advice and Vocational Training, and strengthening of capacities of agricultural producers.⁶² Finally, the "project on the development of experts of raw and processed cashew nuts" in Côte d'Ivoire in cooperation with the International Trade Centre, aims particularly at networking players in the sector and transparency of markets for products.⁶³ The functions of these various organisations and the project will have to be coordinated with that of the body capable of writing specifications such as INTERCAJOU (an inter-professional body of the cashew sector), set up on 12 December 2007 pursuant to Article 20 of Order 2002-448 of 16 September 2002 establishing an organisational framework for the cotton and cashew sectors.

Other useful information:

ANADER

Registered office

Abidjan Bd de la Paix -BP V183 Abidjan.

Tel.: (225) 20-21-00-79 ; 20-21-69-14 ; 20-21-38-93 ; 20-21-16-88

fax: (225) 20-21-10-58

R.C. 187 290- CC 950 97 99 T

http://www.anader.ci/anader_present.html

Email : anader@anader.ci

ARECA

Autorité ivoirienne de régulation du coton et de l'anacarde (Ivorian regulator authority for the cotton and cashew nut sectors)

http://www.areca-ci.com/index.php?option=com_ckforms&view=ckforms&id=1&Itemid=6&lang=fr

INTERCAJOU

Abidjan II Plateaux 7ème Tranche Lot 2787. îlot 232

01 BP 6505 Abidjan 01

Tel: (225) 22 42 89 37

(225) 22 42 89 67

Fax: (225) 22 42 90 35

E-mail: info@intercajou.ci ; www.intercajou.ci

⁶¹ Areca is a state company set up by decree n° 2002-449 of 16 September 2002 as part of the implementation of regulatory and management structures in agricultural sectors, in charge of taking over from the State, pursuant to its withdrawal policy. As cotton and cashews are grown in the same geographical areas, and practically by the same populations, the state chose to have them managed by a single organisation. ARECA is in charge of setting up a regulatory and cultural framework to govern the operation of the two sectors. It also has the mission of ensuring compliance with the rules by the various operators, and the application of sanctions against offenders.

⁶² This programme is partly funded by dues from producers, see http://www.areca-ci.com/index.php?option=com_jdownloads&Itemid=7&task=finish&cid=58&catid=13&lang=fr

⁶³ This is a regional project, including countries other than Côte d'Ivoire and which was started in 2002. For more information, see <http://www.unctad.org/infocomm/francais/anacarde/Doc/ivoire.pdf>

PART II: THE LEGAL FRAMEWORK CONCERNING GIs in CÔTE D'IVOIRE

2.1 *International treaties*

GIs have gradually become a global phenomenon and are subject to multilateral protection under international treaties. TRIPS (WTO) and the Lisbon Agreement for the Protection of Appellations of Origin and their International Registration (WIPO) are the main systems for protecting GIs on the international stage. The Paris Convention should also be mentioned.

Côte d'Ivoire is a member of the Paris Union established by the Paris Convention for the protection of industrial property (since 1st February 1974). The 173 states are bound to seize at importation any products bearing false indications as to their source. The countries of the Union are also bound to assure to nationals of other countries of the Union effective protection against unfair competition *Article 10, 10 bis*).

CI is also a member of the World Trade Organisation (WTO) and in that capacity, a party to TRIPS since 1st January 1995. From the GI viewpoint, *two levels* of protection of the GIs are provided. On the one hand, article 22.2 sets out the general protective norms that must apply to *any product* bearing a geographical indication. In particular, the agreement provides that the States shall provide the legal means for interested parties to prevent the use of any means in the designation or presentation of a good that indicates or suggests that the good in question originates in a geographical area other than the true place of origin in a manner which misleads the public as to the geographical origin of the good, which constitutes an act of unfair competition⁶⁴. Which means that: the legislation applicable in the Member States must enable a designation to be declared illegal if it is of such a nature as to mislead the public or constitute an act of unfair competition⁶⁵. In the event of litigation, the burden on proof will lie with the plaintiff producer. To prevent abusive usage of a geographical indication, the plaintiff must prove that this usage is not only incorrect, but also that it misleads the public or is an act of unfair competition.⁶⁶ This legal situation has allowed many States (e.g. Brazil, "Jamon crudo tipo Parma from Brazil) to allow the use of geographical indications from elsewhere accompanied by an authentic geographical name, because they consider that they do not mislead the public provided that the genuine origin of the product is indicated. On the other hand, Article 23 of the TRIPS Agreement provides for what is described as *additional* protection on geographical indications on *wines and spirits*. Pursuant to Article 23.1, each Member shall provide the legal means for interested parties to prevent use of a geographical indication identifying wines for wines not originating in the place indicated by the geographical indication in question. This protection prohibits the incorrect use of a GI irrespective of an risk of misleading the public or any act of unfair competition even where the true origin of the goods is indicated or the geographical indication is used in translation or accompanied by expressions such as "kind", "type", "style", "imitation" or the like. Which means that: this protection should enable, in the case of wines and spirits, a geographical name mentioning a GI to be invalidated when the wine or spirit in question has

⁶⁴ The TRIPS Agreement expressly refers to Article 10 bis of the Paris Convention of 1883 which defines unfair competition: "(i) all acts of such a nature as to create confusion by any means whatever with the establishment, the goods, or the industrial or commercial activities, of a competitor; (ii) false allegations in the course of trade of such a nature as to discredit the establishment, the goods, or the industrial or commercial activities, of a competitor; (iii) indications or allegations the use of which in the course of trade is liable to mislead the public as to the nature, the manufacturing process, the characteristics, the suitability for their purpose, or the quantity, of the goods.»

⁶⁵ The specific case of trademarks is dealt with by Article 22.3. This deals expressly with trademarks which contain a geographical indication with respect to goods not originating in the territory indicated.

⁶⁶ It should be borne in mind that such proof is often difficult to provide, as well as being potentially expensive.

not been produced in the place indicated, without the need to establish evidence that the public has been misled.

Negotiations are currently under way at the WTO concerning, in particular, the establishment of a system of notification and registration of geographical indications for wines and spirits and the extension of the additional protection to all GIs

Finally, it is worth pointing out that CI is not a member of the Lisbon Agreement, adopted on 31 October 1958 within the framework of the World Intellectual Property Organisation (WIPO).⁶⁷ To be eligible for registration with the International Bureau of WIPO, an appellation of origin (AO) must be recognised and protected in the country of origin. In accordance with the definition enshrined (Article 2.1), an AO means the *geographical name* of a country, region, or locality, which serves to designate a product originating therein, the *quality and characteristics of which are due exclusively or essentially to the geographical environment*. Once an AO is protected in its "country of origin", producers may call on the appropriate authorities in the country of origin to request that it apply for registration in the international register administered by WIPO⁶⁸. After having been registered, the AO is published and is the subject of a notification to all the other States that are party to the Lisbon Agreement. On receipt of this notification, the States have a period of one year to declare that they are unable to protect the AO in question. Any declaration of refusal must state the reasons.⁶⁹ When the International Bureau receives a declaration of refusal, it notifies the appropriate administration in the country of origin and records the refusal in the international register.⁷⁰ After the expiry of the one-year period, any country which has not expressed a refusal to the International Bureau thereby undertakes to protect the AO in its own legal system (Art 7 and 14-2). This is the principle known as "tacit acceptance".⁷¹ In all cases, refusal is not final, and may be withdrawn at any time, provided that this is notified to WIPO. The protection granted to the AO under the Lisbon Agreement is strong. Member States are bound to protect registered appellations of origin.⁷² at the International Bureau against any usurpation or imitation of the AO, even if the genuine origin of the product is indicated or if the appellation is used in translation or accompanied by expressions such as "kind", "type", "style", "imitation" or the like. 3). Pursuant to Article 6 of the Lisbon Agreement, an appellation which has been granted protection in one of the countries cannot, in that country, be deemed to have become generic, as long as it is protected as an appellation of origin in the country of origin.

Since it came into force in 1966, 887 appellations of origin have been registered in the international register, of which 813 are still in force.

⁶⁷ The 26 states which are party to this Agreement are: Algeria, Bulgaria, Burkina Faso, Congo, Costa Rica, Cuba, France, Gabon, Georgia, Haiti, Hungary, Islamic Republic of Iran, Israel, Italy, Mexico, Montenegro, Nicaragua, Peru, Portugal, Republic of Moldova, People's Republic of Korea, Czech Republic, Serbia, Slovakia, Togo, Tunisia. The list of signatory states is available on http://www.wipo.int/treaties/fr/ShowResults.jsplang=fr&treaty_id=10

⁶⁸ The application must be completed in English, French or Spanish on the official form and be accompanied by the registration fee (500 Swiss francs = approximately 330 euro).

⁶⁹ A party state may refuse to protect an appellation of origin because it considers that the appellation has already acquired a generic status in its territory, in relation with the product that it designates or because it considers that the geographical indication does not comply with the definition of origin provided for in the Lisbon Agreement, or because the appellation conflicts with a trade mark or other right already protected in the country concerned.

⁷⁰ The appropriate administration in the country of origin communicates the declaration in turn to the parties concerned (producers, who may take legal action or make an administrative appeal against the refusal. They may assert the same legal means used by these parties in their country of origin.

⁷¹ In 2008, the Assembly of the Union of Lisbon decided to set up a working group charged with studying improvements that could be made to the procedures foreseen by the Lisbon Agreement. At the last WIPO general assembly (September 2009), the Member states of the system adopted an optional additional procedure enabling the appropriate administration of a party State to make an express declaration granting protection before the expiry of the one-year period, which was previously the official starting point of the protection for a given appellation of origin (rule 11bis).

⁷² The data registered is also made available to the public on the page of the WIPO Internet site dedicated to the Lisbon system, under the heading "Lisbon Express", which allows searching of appellations of origin registered pursuant to the Lisbon Agreement. See <http://www.wipo.int/ipdl/fr/search/lisbon/search-struct.jsp>

2.2 Bilateral conventions

Among this type of agreement, we shall look at Economic Partnership Agreements (EPAs). They are intended to be the new foundation for trade relations between the European Union (EU) and the countries of Africa, the Caribbean and the Pacific (ACP), succeeding the Cotonou Agreement of 23 June 2000.⁷³ The EU and the ACP countries are endeavouring to put in place new economic partnership agreements compatible with the rules of the World Trade Organisation (WTO). Such agreements are intended to gradually remove the barriers to trade and reinforce cooperation in all fields related to trade between these two groups of States. They also have the objective of providing an open, transparent and predictable framework to further liberalise trade in goods and services, reinforce investment flows and thus improve the competitiveness of the ACP countries.

The negotiations on these agreements which were due to be completed in 2007 have actually been delayed. Several reasons have been cited: the difficulty for ACP countries to find a convergent approach, given the heterogeneity of their trade systems, different approaches to liberalisation and a negotiating timetable which was deemed inflexible. Interim agreements were initialled with a large number of countries or ACP regions at the end of 2007. In total, only 25 ACP countries have signed a complete or interim EPA, while 11 have initialled one without signing it, and 42 have neither signed nor initialled the agreement. So negotiations are still ongoing as of today, to reach a more comprehensive agreement between the EU group and the ACP group.

In West Africa, the Member States of the Economic Community of West African States, and the West African Economic and Monetary Union (WAEMU) have not yet initialled or signed an interim EPA. Only CI and Ghana have initialled and signed such an agreement⁷⁴. The provisional EPAs combine the advantages of a trade agreement with development aid intended to accelerate the growth and development of CI. The final objective remains the signature of a complete EPA with all the members of the West African region (Benin, Burkina Faso, Cap-Verde, RCI, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone and Togo), which will ensure the promotion of competitiveness, growth and investments, while accelerating regional integration. The provisional EPAs were introduced to avoid disruption to exports from CI to the EU after expiry of the trade rules of the Cotonou Agreement. As a consequence, CI's main exports still benefit from preferential access to EU markets. This concerns the trade in cacao, bananas and other agricultural produce.

It should be borne in mind that the provisional do not contain any specific norms concerning GIs. Given the GI potential in CI, and in the ACP countries in general, the EPAs should tackle question relating to GIs and contribute to more effective protection of the GIs of ACP countries on the European markets. However, a series of questions arise in this regard: does the signature of EPAs with the ACP regions constitute an additional element of support compared with the new EU regulation 510/2006⁷⁵ ? Do EPAs allow signatory ACP regions a simplification of procedures for EU recognition of their GIs? By way of example, Article 145 of the EPA CARIFORUM-EC provides for a "rendezvous clause" (Article 145) according to which the Member States of CARIFORUM will establish a system for protection of GIs by 2014, when the two parties will start negotiations on a full agreement on GIs. Via the Committee on Trade and Development, the Agreement also provides for a reinforcement of cooperation to identify and promote GIs.

⁷³ Cotonou Agreement of 23 June 2000, <http://www.acpsec.org/fr/conventions/cotonou/accord1.htm>

⁷⁴ ACP Secretary General, « Les APE continuent de poser un défi majeur au aux pays ACP », on http://www.acpsec.org/fr/sg/acpnegotiators/epa_negotiations09.html

⁷⁵ The text of regulation 510/2006 on the protection of geographical indications on agricultural produce and foods is available on <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2006:093:0012:0025:fr:PDF>

2.3 National laws

2.3.1 Protection of geographic names in Côte d'Ivoire

i. Geographic indications

The AIPO, established under the Bangui Agreement of 02 March 1977 (which constituted a revision of the Libreville Agreement of 13 September 1962)⁷⁶, is charged, inter alia, with implementing and applying common administrative procedures deriving from a uniform system of protection of intellectual property, as well as the stipulations of international agreements to which the Member States are party.

the Organisation constitutes for each of its Member States the national office on industrial property and, in this capacity, administers and manages, among other titles, the protection of geographical indications which are the subject of this report. The issue of a title by AIPO automatically creates rights that are valid and enforceable throughout the Member States (16⁷⁷).

Note: By ratifying the Bangui Agreement, the Member States have undertaken to adhere to a series of international conventions with the aim of promoting ever more effective protection of the intellectual property rights in their territory.

Annex VI (geographical indications) of the Bangui Agreement:

Definition?

The Bangui Agreement gives a very broad definition of GIs. These are indications that serve to identify a product as originating from a territory or a region, or a locality within that territory, in those cases where the quality, reputation or other specific characteristic of the product may be essentially attributed to such geographical origin. (Annex VI, Title I, Article 1). Any natural, agricultural, craft or industrial product may seek to obtain a GI, provided that the applications for registration are empowered to act according to the Agreement and that they meet the procedural requirements.<

Who may request the protection of a GI?

Being a producer or trade is compulsory. The producer may act alone; producers may form a group within a legal person; In fact, any natural or legal person. Article 1 stipulates: "Any producer of agricultural products or any other person exploiting natural products, any manufacturer of products of craft or industry; or any trader dealing in such products" may apply for protection of a GI by AIPO.

What about applicants domiciled outside AIPO territory?

Provided that they fulfil the conditions, foreigners shall enjoy the benefits of GI protection of their product, which will be valid on the territory of AIPO members.

Which name can a GI product protect?

As explained earlier, the name of a territory or a region, or a locality within that territory from which the applicant comes is eligible for the protection. A locality is deemed to be any demarcated district; therefore, one can argue that the locality covers any *administrative subdivision* smaller than the territory and the region: town, municipality, village, etc.

⁷⁶ Version of the Bangui Agreement as revised in 1999: http://www.droit-afrique.com/images/textes/Afrique/OAPI_Accord_de_Bangui_revise.pdf

⁷⁷ The Member States of AIPO are Benin, Burkina Faso, Cameroon, Congo, Côte d'Ivoire, Gabon, Guinea, Guinea Bissau, Mali, Mauritania, Niger, the Central African Republic, Senegal, Chad and Togo.

Which names are excluded from protection?

AIPO law formally excludes registration as a GI of indications:

- which do not correspond to the definition of GI according to the Agreement;
- which are contrary to morality or public policy;
- which are liable to deceive the public as to the nature, the source, the manufacturing process, the characteristic qualities or the suitability for their purpose of the goods concerned (Title I, Article 2 - Title II Article 5).

What are the effects of the granting of protection?

GI protection is granted as an exclusive right to the group of producers exercising the activity of using the name for commercial purposes. The geographical indication may not be used by third parties, even where the true origin of the goods is indicated or the geographical indication is used in translation or accompanied by expressions such as “kind”, “type”, “style” or “imitation”.

Relationship between trademarks and GIs?

The Agreement provides that registration of a trademark containing a geographical indication or constituted by such indication shall be refused or invalidated if the use of such indication in the trademark for such products is liable to mislead the public as to the true place of origin. The Agreement also provides the registration of a geographical indication which, although literally exact with respect to the territory, region or locality from which the products originate, shall also be refused or invalidated if it suggests to the public that the products originate from a different territory.

What items constitute an application for protection of a product with geographic indication?

An application for protection must be sent to the Director General of the Organisation in a sufficient number of copies. The application must specify the geographical area to which the indication applies, the products to which the indication is used, evidence of the quality, reputation or other characteristic of the products for which the indication is used.

Finally, proof of payment to the Organisation of the filing fee must be provided. (Title III, Article 7)

Where and how can applications be filed?

Any person wishing to obtain registration of a GI in the Bangui system shall file an application with the African Intellectual Property Organisation by sending it by registered mail with a request for acknowledgement of receipt Property Organisation or to the Ministry responsible for intellectual property in the country of the applicant. (Article 7 above-mentioned)

In the case of Côte d'Ivoire, **the Office Ivoirien de la Propriété Intellectuelle (OIFI - Ivorian Intellectual Property Office)**, is a public institution established by **decree no. 2005 - 112 of 24 February 2005**, charged with administering intellectual property on behalf of the Ministry of Industry and Promotion of the Private Sector.

In particular, it has the mission of managing the national intellectual property activities in liaison with the African Property Organisation (AIPO).

The AIPO Administration or the competent authority in the country of origin shall notify the applicant of the date and time of filing.

OIFI

Immeuble de l'industrie
Rue le Coeur Plateau, Abidjan , B.P. V 65 Abidjan
(225) 20 33 53 43
(225) 20 33 53 44

When can the GI be considered as registered?

After scrutiny by the Organisation of compliance with the registration conditions, if this is considered admissible by AIPO, the registration is published in the special register created for GIs. This publication allows any interested party to oppose registration, by giving a written statement of the reasons for his opposition, which must be based on infringement of the conditions of the Agreement. This right may be exercised by any interested third party within six months of publication. In such circumstances, the Organisation shall send the statement of opposition to the applicant, who may reply, setting out his reasons. If the applicant's reply does not reach the Organisation within three months, his application for registration shall be deemed null and void. The registration is also cancelled if the Organisation deems the opposition to be well-founded.

The Organisation's decision is appealable by the applicant or the opponent to the the High Commission of Appeal within a period of three months starting from the notification of the decision to the interested parties. (Title III, Article 12)

In the absence of opposition within a period of six months, the Gi is registered in the Special Register and receives the protection provided for in Title IV, Article 15.

What about irregular applications?

Irregular requests are treated differently from inadmissible requests.

An inadmissible request is rejected immediately on filing. This is the case if the applicant is not qualified to apply for registration, or the registration was requested without meeting the requirement to pay the filing fee. (Title III, Article 9 and 10)

An irregular request will not be rejected without giving the applicant te opportunity to correct the irregularity. The application is irregular if the file submitted is incomplete concerning the geographical area to which the indication applies, its products and the quality and reputation ascribed to them. (Title IV Article 9)

How long does GI protection last?

The Bangui Agreement does not set a time limit on protection, and there is no provision for renewal of a registered GI. On the other hand, the registration may be cancelled or amended.

What happens if there is a request to cancel or amend the registration?

Any interested party, competent authority or Member State may call for the cancellation of the registration made, provided that the reasons are ruled well-founded.

Likewise, one of these persons may request the amendment of the registration, so as to amend the criteria of the geographical area or the statement on products for which the indication is used, the statement about the quality, reputation or any other characteristic which this person can show should be modified.

Each of these requests will be notified to the applicant, who may put forward a defence within a period set by the Court.

How to administer and uphold these rights?

The Bangui Agreement mentions quality control of products sold or exploited under a registered GI. This control guarantees:

- to producers that third parties not observing quality standards do not use their product;
- to consumers that the GI product meet the quality standards under which it is sold.

In Côte d'Ivoire, **Côte d'Ivoire Normalisation** (CODINORM), is a national standardisation and certification body, recognised as being in the public interest, established in September 1992 by the private sector, with the authorisation of the State. For example, it has the objectives of protecting consumers through information on the quality of products. In this capacity, CODINORM manages a national system of certification of products and services, with the award of a mark attesting compliance with standards, and implements a system of accreditation for test laboratories; it informs, trains, assists and advises on standardisation, quality assurance, quality management and quality tools; produces diagnoses and quality audits on companies.

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ii. Collective mark

Collective mark is an alternative option to protection of geographic names. "Trade marks or service marks shall be considered collective marks where the conditions for their use are laid down in rules approved by the competent authority and where they may be used only by enterprises of public character, unions or groups of units, associations, groups of producers, manufacturers, craftsmen or tradesmen, provided that the latter are officially recognised and have legal capacity" (Article 2, Title I of the Agreement/Article 32 of Title V). Collective marks are not allowed to be assigned or transferred. So collective mark belongs to a group and serves to identify that a given person does indeed belong to a given group, and has agreed to abide by conditions laid down by this group.

The group may institute civil and legal proceedings against any person using the collective mark without meeting the conditions laid down (Art. 35). The conditions to be met may be tied to the origin of the product or the service.

It should be noted that the collective mark is subject to renewal of the registration every ten years (Article 19 of Title II). Although successive renewals entail long-term ownership of the mark and the absence of renewal does not allow the name to be taken over by a third party within three years of the expiry of the first registration, the collective mark involves additional costs compared with the geographical indications referred to above.

2.3.2 Other legal provisions that may concern GIs

i. The draft agricultural development act

In the early 1990s, CI adopted a *Plan Directeur de Développement Agricole (PDDA) pour la période 1992-2015* (Master Plan for Agricultural Development for the period 1992-2015). This laid down the fundamentals of Ivorian agricultural policy.⁷⁸: (i) improvement in competitiveness, particularly through an increase in productivity, (ii) seeking self-sufficiency and food security, (iii) far-reaching diversification of agricultural production.

This document still constitutes the reference document on public projects/policies relating to agriculture, and it is in this capacity, it led to the adoption of a number of laws:

- Law no. 97-721 of 23 December 1997 on Cooperatives;
- Loi no. 98-750 of 23 December 1998 on Rural Land⁷⁹ ;
- Law no. 2001-635 of 9 October 2001 setting up an Agricultural Development Fund.

Today, CI also wishes to draft an Agricultural Guidance Act (*Loi d'Orientation Agricole - LOA*), in the same way as Mali and Senegal. The singularity of this law is that it aims to incorporate the current changes, such as decentralisation and the prospects for regional and international integration. In March 2005, CI received support from the *Plateforme d'Appui au Développement Rural* (Rural Development Support Platform), a body supporting rural development in West and Central Africa. In this capacity, it is a regional centre of expertise, a vehicle for conveying information about experience/experiments, and an advisory body.⁸⁰. That is why it was asked to organise training workshops on the LOA bringing together: the ministerial administrations of agriculture, scientific research administrations, local authorities, professional associations working in agriculture.

⁷⁸ The online publication of the PDDA is ongoing, and the document will soon be available online.

⁷⁹ This law will not be analysed as part of this study.

⁸⁰ For more information, see: « Processus d'élaboration d'une Loi d'Orientation Agricole », 4-8 juillet 2008, sur http://agri-alim.redev.info/Doc/01-01-2006/Rapport_Mission_HUB_5-8_Juillet_2005%202.1.pdf

Internally, and in a context of post-crisis recovery, this draft law is attracting a lot of interest, as shown by the frequent involvement of stakeholders in the project. Recently (in November 2008), the FAO organised a methodology workshop on drafting an LOA. This was attended by the private companies growing cotton, para rubber, oil palm, pineapple, banana, coffee, cacao), the national representative of the professional associations working in agriculture (ANOPACI) and the coffee and cotton regulatory body (ARECA). Of the major subjects dealt with during the workshops on the LOA, the problem of overlapping projects in agriculture and quality procedures was raised.

The clear will of CI to take the time necessary to draft a consensus-based LOA, which genuinely brings development, largely explains why this process is still only at the project stage.

ii. *Law no. 2001- 635 of 9 October 2001 establishing an agricultural development fund*⁸¹

This fund did not explicitly provide for support to PAA (Professional Associations working in Agriculture).

This law sets up by decree funds to finance *agricultural development* programmes, covering, in the fields that interest us, crops coming from plants. Along these lines, it covers research initiatives on products that could be exploited, local training of agricultural professionals, building the capacities of professional associations working in agriculture (PAA), and any measures aimed at ensuring balance in agricultural sector with the aim of guaranteeing balance in agricultural sectors so that producers receive fair prices. The funds have the more general ambition of improving the living and working conditions of rural populations, improving rural life, contributing to sustainable development in production sectors, and adapting agriculture to economic and social changes.

The value-added of these funds is to set up a participatory mechanism bringing all the stakeholders around the table, from representatives of agriculture (cooperatives, PAA) representatives of the State (Ministry, local authorities) via public and private bodies with an interest.

Moreover, the funds have to be topped-up concurrently by subsidies from the State on the one hand, and agricultural professionals on the other. The amounts deducted from producers are set by decree and decided in advance by ministers based on proposals from the agricultural professionals, i.e. taking account of the specific features and difficulties of each sector. The funds can be supplemented by donations and in some cases, loans.

Only one decree was adopted setting up the Interprofessional Fund for Agricultural Research and Advice⁸²: decree N°2002-520 of 11 December 2002⁸³.

FIRCA is a professional tool available to production sectors and the authorities in charge of financing *programmes of general interest*, but it finances neither individual initiatives, nor collective initiatives: these programmes are focused on real needs expressed by those working in the sectors, and are derived from planning workshops. These are *research programmes, agricultural advice and extension programmes, vocational training programmes, programmes to reinforce the capacities of PAAs, study and institutional support programmes*.

⁸¹ For more information, see the text of the law on: http://www.droit-afrique.com/images/textes/Cote_Ivoire/RCI%20-%20Fonds%20developpement%20agricole.pdf

⁸² See Annex 1, Directory of Stakeholders"

⁸³ This decree can be consulted on: <http://www.hubrural.org/pdf/decrets-definitifs.pdf>

The agricultural sectors dealt with in this report are all represented in FIRCA⁸⁴. Following concertation with the main players in each sector, projects for each sector (and per area of involvement) were approved, executed or in the process of execution. Out of seventeen (17) member sectors, the total number of projects executed or in the process of execution is forty-three (43) as of 31 December 2007 compared with twenty (20) projects in 2006. FIRCA relies on five action principles, including the principle of solidarity.⁸⁵ between the sectors, which implies grouping certain projects that have a common purpose. Without this solidarity, it is probable that some sectors would not have been able to fund the research and advice that they need. Several service contracts have been signed in the field of research: (rubber tree, bananas, pineapples), agricultural consultancy (rubber tree, oil palm), training (bananas, rice), support for PAAs (rice, rubber) and studies (coffee, cacao). Missions to monitor and evaluate ongoing projects are organised on an annual, six-monthly or quarterly basis.

⁸⁴ As we shall see, the following agricultural products are concerned: cashew nuts, pineapples, bananas, coffee, cacao, cotton, para rubber, mangoes, oil palms, food production and rice.

⁸⁵ The four other principles are co-responsibility, co-management, co-financing, and payment after services rendered.

PART III: CONCLUSIONS AND RECOMMENDATIONS

Based on the results of this study, we have drawn up recommendations at three levels: general recommendations on the impact of the GI process; recommendations concerning promising products; and recommendations concerning national laws.

3.1 General recommendations on the impact of the GI process

GIs can have several beneficial effects not only for producers but also for consumers and local communities. Where there is a product whose unique qualities depend on its geographic origin, setting up of a GI can have a positive impact on production and employment in the region, enabling producers to sell the product on the market at a higher price (because consumers are prepared to pay more in exchange for the quality guarantees provided by the GI itself), and enabling better distribution of value-added along the whole production chain. Moreover, GIs encourage the diversification of production, representing an excellent instrument for access to markets. In a context of globalised markets, consumers are increasingly looking for products of unique quality. Thanks to GIs, consumers can benefit from wider choice and diversity of tastes. Moreover, by preserving traditional production, GIs contribute to preventing the standardisation of food products.

- GIs and developing countries

GIs have long been considered as an exclusively European phenomenon. However, developing countries have substantial potential in this field. Many cases of geographical names that are already protected in their country of origin or are on the point of being recognised, such as "Coffee from Colombia", "argan oil" from the Moroccan region of Souss Massa Draa, "Phu Quoc" from Vietnam, "Blue Mountain coffee" from Jamaica, "Pochampally lkat" from the Indian state of Andhra Pradesh, and many others, already show that GIs can create wealth and value-added in developing countries.

- GIs as a marketing tool for agricultural and craft products

Unlike other intellectual property rights, such as patents and trademarks, which require advanced knowledge and technology capable of being applied on an industrial scale, GIs are generally based on a minimum level of innovation. Traditional know-how, developed by a local community and passed on from one generation to the next, can be protected by a GI. Developing countries have a wealth of this kind of traditional know-how. Appropriate use of GIs would enable this potential to be converted into products saleable on international markets. Moreover developing countries have a competitive advantage in highly labour-intensive sectors, such as agriculture or crafts. The introduction of GI in these sectors offers producers in developing countries the possibility of positioning themselves in a segment of high-quality agricultural and craft products.

- Positive spin-off for other sectors of the economy

GIs have tremendous advantages in relation to the spin-off that they generate for the whole economy (job creation, opportunities in other sectors such as tourism, slowing the exodus from rural areas), environmental protection, the preservation of traditional know-how and biodiversity, etc. These questions have a strategic importance for developing countries. By way of example, according to studies carried out by the "Biotrade" initiative of the United Nations Conference for Trade and Development (UNCTAD), more than any other intellectual property instrument, GIs enable management of biological resources and traditional know-how that is better suited to the customs of communities. In addition, GIs can have a positive impact on the environment, as shown in the case of the argan tree in Morocco (which produces argan oil). Planting of this tree is helping to arrest the advance of the desert in the region of Souss Massa Draa.

- Avoiding the phenomenon of shifting production

Another specific advantage of GIs is that they can be an obstacle to the phenomenon of shifting production. A GI can only be produced in a given territory which gives the product - due to its climate or human factors - unique characteristics. Along these lines, a GI prevents exploitation by foreign companies of traditional products with high value-added and traditional production methods in developing countries.

- "Collective mark" and sharing of income

GIs represent a special case in intellectual property law. GIs do not grant individual rights (as in the case of commercial trade marks), but rather collective rights. The right to a geographical name does not belong to a single company, but to all the producers in a given territory who comply with specifications. This type of right fits particularly well into the social structures of developing countries, where the community often plays a paramount role, and has remarkable potential in terms of distribution of income. For small producers in developing countries, GIs also represent additional advantages compared with trade marks. Among other factors, we could mention the low cost of registering a GI, since it does not have to be renewed, the possible protection of a geographic name without the need for the geographic name to have acquired a distinctive character, mechanisms for implementing more effective, less expensive rights to the geographic name, enhanced protection against the use of the protected name in translation, or accompanied by expressions such as "kind", "type", "style", "imitation" or the like.

- Economies of scale for small producers

A "collective" approach bringing together producers and various players in the value chain proves necessary to create and develop a GI (particularly for the definition of production standards, the implementation of a common management platform for the GI, and the governance rules for the association of producers, quality control and the drawing up of marketing strategies). This collective approach generates economies of scale that are beneficial to producers, especially small organisations which do not have sufficient critical mass to implement such procedures on their own.

3.2 Recommendations concerning promising products

Based on the preliminary analysis carried out during the first part of this study, we classified promising products in the following 3 categories: i. potential GIs which do not pose major obstacles to carrying out the process; ii. potential GIs which do pose obstacles to carrying out the process; iii. products where more detailed analysis is necessary before determining the appropriateness of launching the GI procedure.

The following products belong to category i:

- cashew nuts;
- attiéké of Grand-Lahou;
- Fakaha cloth (Toiles de Fakaha);
- the Kent mango of Côte d'Ivoire;

The following products belong to category ii. :

- para rubber tree of Grand Boudoury (the main weakness seems to be their use for derivative products, and the identification of typicality for these secondary uses);
- Katiola pottery (the main weaknesses are the lack of training of the artisans, production carried out in an informal way due to lack of regulation and specific production methods, and the lack of a structured organisation of the sector);

- Tiébissou cloth (among the weaknesses, a lack of a significant national and international image or an organisation representing producers and the sector);
- cacao (lack of a dynamic for rational integration of all producers remains a sizeable obstacle).
- The kponan yam of Bondoukou (identifying the producers of the *kponan* yam of Bondoukou remains a challenge for the future. Likewise, more detailed research on the qualities ascribed to this product).

The following products belong to category iii:

- Savannah cotton (the major weakness remains the identification of a characteristic of the fibre that is specific to a geographic area of cotton production in CI);
- Mountain Rice (the main weakness remains the need to find out more about the existence of specific qualities or characteristics linked to the geographic origin).

2.3 Recommendations concerning national laws

Generally speaking, the system *sui generis* of protection of geographical names established by the Bangui Agreement offers important opportunities for producers in member countries of AIPO, particularly those in Côte d'Ivoire. This system provides extensive protection of geographic names, lower registration cost (which is also not subject to regular renewal) and protection automatically extended to AIPO Member States. Moreover, the protection of geographic names by means of collective marks generates higher costs associated with the implementation of the rights (proof or risk of the consumer being misled must be provided systematically by the owner of the mark) and with registration (including the need to renew). So, the system of protection of GIs under the Bangui Agreement seems to us to be the most appropriate to protect the GIs of Côte d'Ivoire.

At multilateral level, Côte d'Ivoire should support proactively the extension of Art. 23 of TRIPS to all products in the context of the WTO negotiations. Among the products listed, many agricultural and craft products have attractive potential, including for exports. Greater protection at the level of other WTO Member States remains strategic for the GIs of Côte d'Ivoire. Nevertheless, we point out that Article 24.9 of TRIPS stipulates: *"There shall be no obligation under this Agreement to protect geographical indications which are not or cease to be protected in their country of origin, or which have fallen into disuse in that country."* We deduce from this that national protection is a vital step for GIs, because it can have important consequences on the legal monitoring of a geographical name on foreign markets. Moreover, CI should examine the appropriateness of ratifying the Lisbon Agreement concerning the protection of appellations of origin and their international registration. On this subject, it is important to point out that WIPO is in the process of examining the possibility for regional organisations to sign up to the Lisbon Agreement. If such a possibility is granted at last to other regional organisations, AIPO as a whole should evaluate the appropriateness of ratifying such a treaty.

With respect to bilateral agreements CI (and ACP countries in general) has an interest in EPAs covering questions relating to GIs and in particular, protect the GIs of CI effectively on the European market.

Finally, in relation to national laws, any GI process in Côte d'Ivoire, in order to increase its prospects of success, will have to be part of a strategy to promote agriculture and crafts, as well as sustainable development. In this respect, in the context of the draft law on agricultural development and Law n°2001- 635 of 9 October 2001 establishing an agricultural development fund, specific norms for promotion of quality agriculture must be provided, as must instruments to access credit for growers who opt for this procedure.

As for quality crafts, coordination between the national institutions concerned, in particular la Fédération Nationale des Artisans Professionnels, la Chambre Nationale des Métiers de Côte d'Ivoire, le Conseil National du Tourisme et de l'Artisanat (CNTA) et le Fonds de Développement de la Formation Professionnelle (FDFP), will have to be established, so as to put in place a coherent strategy for protection and exploitation of the many potential GIs in the crafts sector in CI.

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