



中国标准化研究院

CHINA NATIONAL INSTITUTE OF STANDARDIZATION

Application and Development of Geographical Indication Protection in China

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The brief introduction of CNIS and AQSIQ

CNIS---- China National Institute of Standardization

- ❖ a non-profit organization
- ❖ research and development of related China national standards
- ❖ a history of nearly 50 years
- ❖ GIs is a part of its work

AQSIQ---- General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China

- the administrative authority for the protection of GIs in China
 - CNIS is directly under AQSIQ
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Development of GI protection in China

- ❖ Establishment of Chinese GI protection system
 - Issued the Provisions on the Protection of Geographical Indication Products in 2005, which cover audit system, standardization system, inspection system and supervision system
- ❖ By the end of 2010, AQSIQ had implemented special protection for 1,170 GIs in China
- ❖ GI Protection has been applied effectively in China
 - Strengthened the intellectual property protection
 - Promoted the rapid development of rural regional economy and the protection of regional natural and ecological environment of producing places
 - Enhanced the international competitiveness of Chinese GI products

The relationship of oriGIn and CNIS

1. Represented by CNIS, China applied to join the oriGIn in November 2005.
 - ❖ Six years cooperation – Contribution, Support and Understanding
2. oriGIn office in China will implement two-level membership management for the members in China to strengthen the protection :
 - ◆ **Members of oriGIn China** ----CNIS is a collective member of oriGIn, those Chinese GI associations and enterprises managed by CNIS, may automatically become members of oriGIn. CNIS will exercise the rights on their behalf and manage them.
 - ◆ **International members of oriGIn** ----The associations or enterprises directly join oriGIn, and will independently exercise their rights. But according to the agreement between CNIS and oriGIn, the oriGIn Office in China will be responsible for their daily management.

Our achievements

1. CNIS has established a steady connection with over 500 GI production enterprises, and provided technical consultation services for over 60 enterprises.
2. CNIS has provided special services for over 50 local governments, and has a technical team consisting of over 40 experts.
3. over 30 institutions and universities engaging in related research in China, CNIS's research is the most extensive and authoritative, covering:
 - ❖ the standards of the protection of GIs and IPR of GIs;
 - ❖ the protection rules and regulatory measures for GIs;
 - ❖ the economic value and market competitiveness evaluation for GIs;



International communication and cooperation

1. CNIS, as the sole technical institution designated by the Chinese government, has been actively participating in the mutual recognition of GIs between China and EU since 2006
2. CNIS participated in the GI registration of French Cognac and Scotch whisky in China organized by the Chinese government.
 - In December 2009, upon approval by AQSIQ, Cognac became the first foreign product which was protected as a GI in China.
 - In October 2010, Scotch whisky was also protected as a GI in China.



New Plan and Future Outlook

1.oriGIIn Office in China will continuously strengthen the research on key technologies for protection of the quality of GI products, mainly focusing on:

- The evaluation of characteristic factors and origin identification methods.
- Comprehensive competitiveness evaluation.
- Virtuous cycle of quality protection.

To improve the quality management level of the GIs.



New plan and outlook

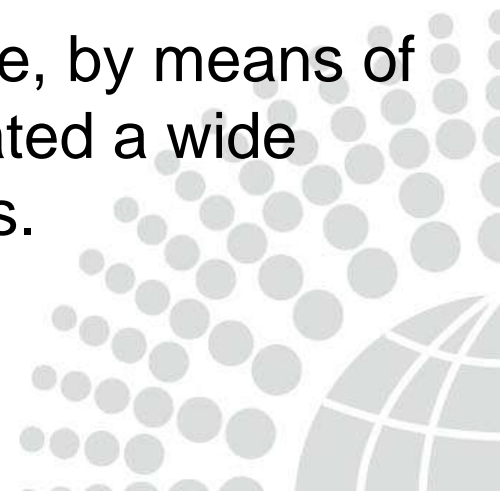
2. oriGIn Office in China will also provide special services for Members of oriGIn China on the basis of CNIS's strong scientific research and technical advantages,
- ◆ establishment of quality-tracing system of GIs
 - ◆ preparation of reference samples
 - ◆ assistant to establish the standards systems
 - ◆ conformance testing of GIs in accordance with the statutes and standards
 - ◆ technical advisory for International mutual recognition of GIs
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New plan and outlook

3. From a certain point of view, GI is a materialized form accumulated in the development process of the human civilization.

- ◆ contains the internal relation between geographical environment and special quality of GIs,
- ◆ embodies the highly coordinated development between the material and the spiritual civilizations.

Similar to many countries, the Chinese people, by means of their unique diligence and wisdom, have created a wide variety of typical products with the GI features.



New plan and outlook

4. China will coordinate more closely with counterparts around the world on the GIs protection, and is willing to work with the oriGI and its members to jointly push forward it that is beneficial to the national economy and people's livelihood.



Thank you!

谢谢!



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