



Geographical Indications in the XXI Century

Panel: 2013 – A key year for protected designations of origin and geographical indications in the EU
An overview

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FOCUS ON QUALITY

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QUALITY REGULATION (EU) 1151/2012 IN FORCE SINCE 3 JANUARY 2013

- Faster protection through shorter deadlines
- Better protection e.g. against use in services
- Clearer control provisions
- Smooth transition to new rules
- Implementation rules under way

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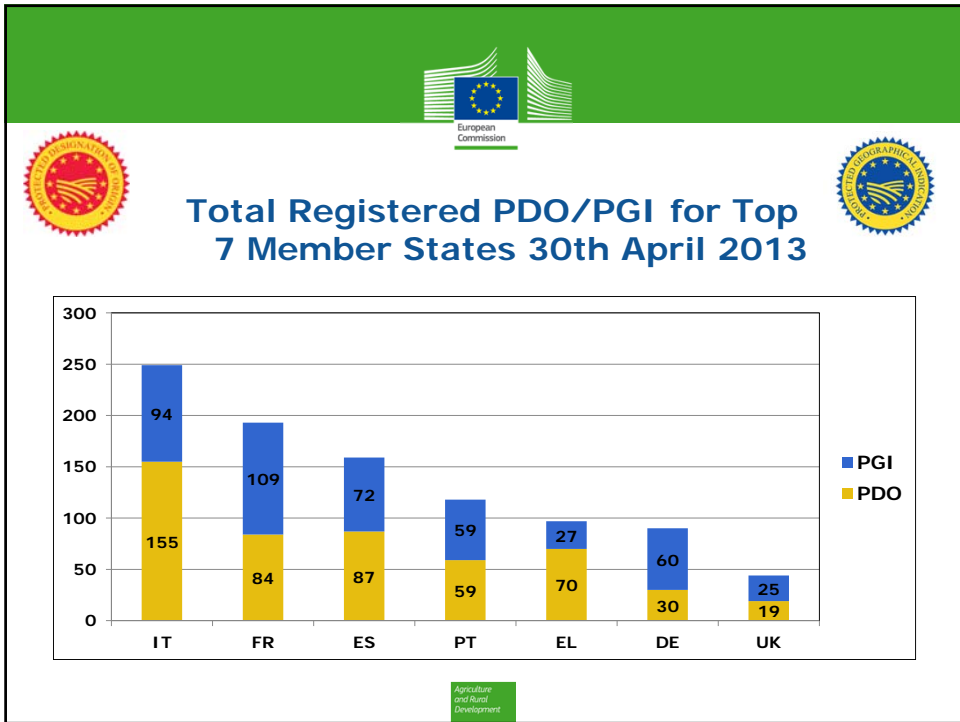
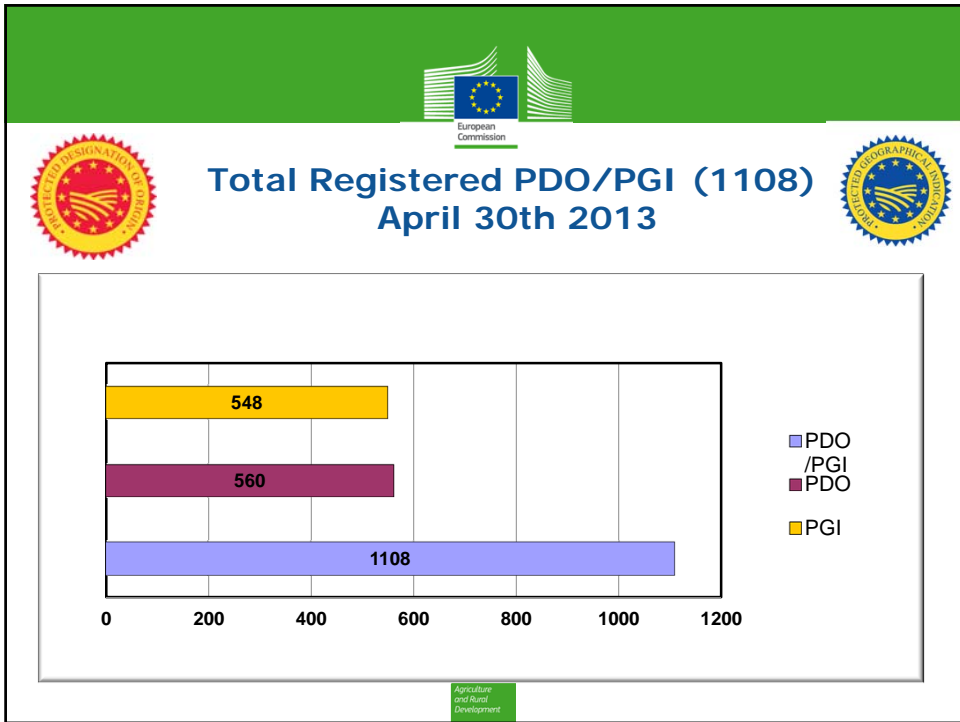
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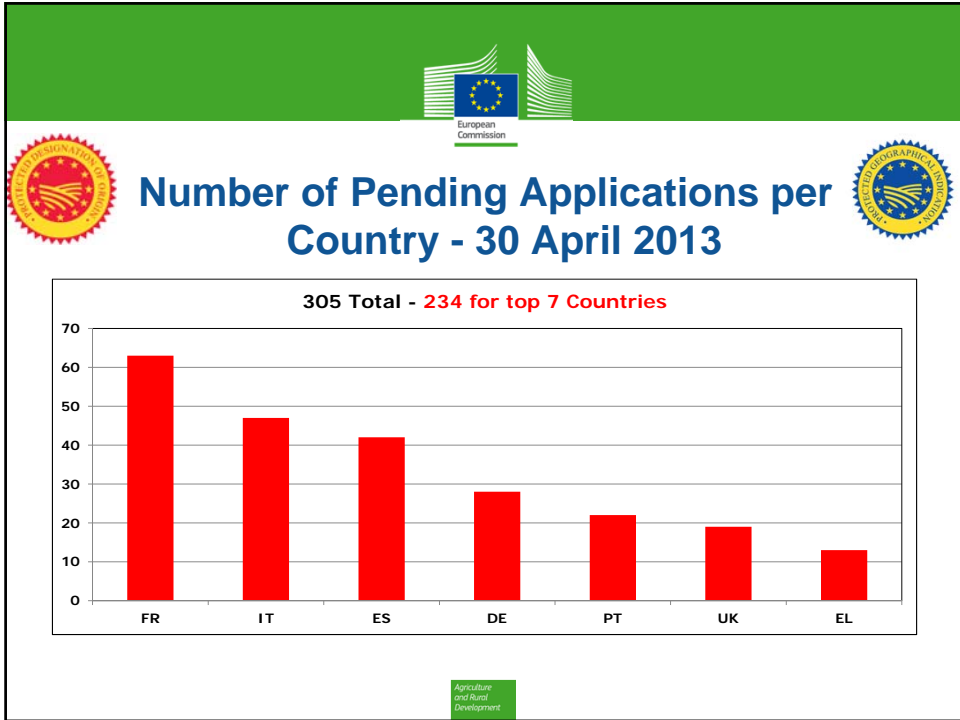


FOCUS ON NUMBERS

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FOCUS ON VALUE

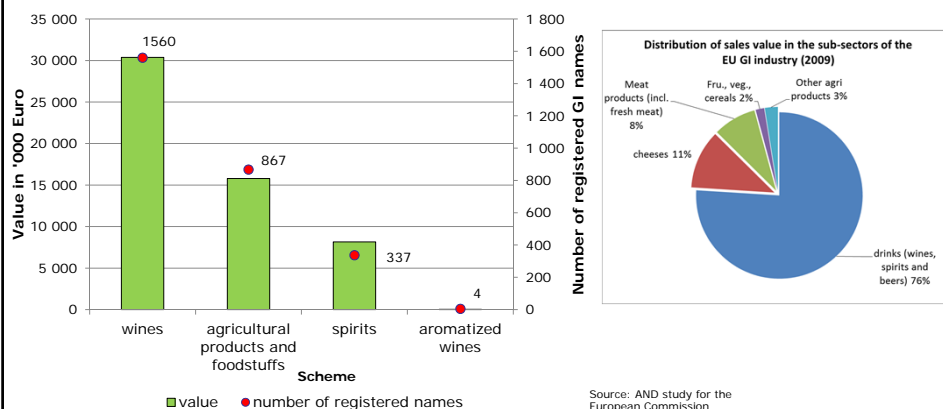
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Sales value

- **Sales value** of EU GIs: **€54.3 billion** in 2010 (estimated at wholesale stage in the region of production)
- 5.7% of the total EU food and drink sector
- Estimate of EU GI **exports** value: **€ 11.5 billion**
- 15% of EU food and drink industry exports

Sales value by scheme



Source: AND study for the European Commission
Year 2010

Sales destination

- 60% of sales take place on the domestic market, 20% on the EU market and 20% in third countries
- 663 GIs sold only in their MS of production
- 1525 GIs exported (1224 wines, 231 agri products, 70 spirits)
- Wines + spirits = 90% of total GI exports (in value)



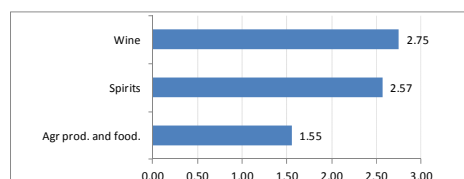
Source: AND study for the European Commission

Value premium

The premium a GI can expect from the market, compared to non-GI products

→ on average, the price of a GI product is **2.23** times the price of a comparable non-GI products

Value premium rate in the EU27 by scheme



!/ \ does not reflect value added and profitability of the GI schemes as it does not take into account the additional cost of compliance with GI specifications



FOCUS ON CONTROL

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TOWARDS A COMMON CONTROL CULTURE

- Special PDO/PGI audits by the Commission's Food and Veterinary Office: 5 so far
- National experts trained for FVO visits
- Better Training for Safer Food: 209 Member States experts trained so far
- Discussions in Agricultural Products Quality Policy Committee
- Supervision of accreditations, addresses and contact points

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ON THE HORIZON

- Regulation (EU) No 386/2012 on the European Observatory on Infringements of Intellectual Property Rights
- Proposal for a regulation concerning customs enforcement of intellectual property rights
- Proposal for a directive to approximate the laws of Member States relating to trade marks
- Proposal for a regulation amending Council Regulation (EC) No 207/2009 on the Community trade mark
- CAP reform – single CMO negotiations

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THANK YOU

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