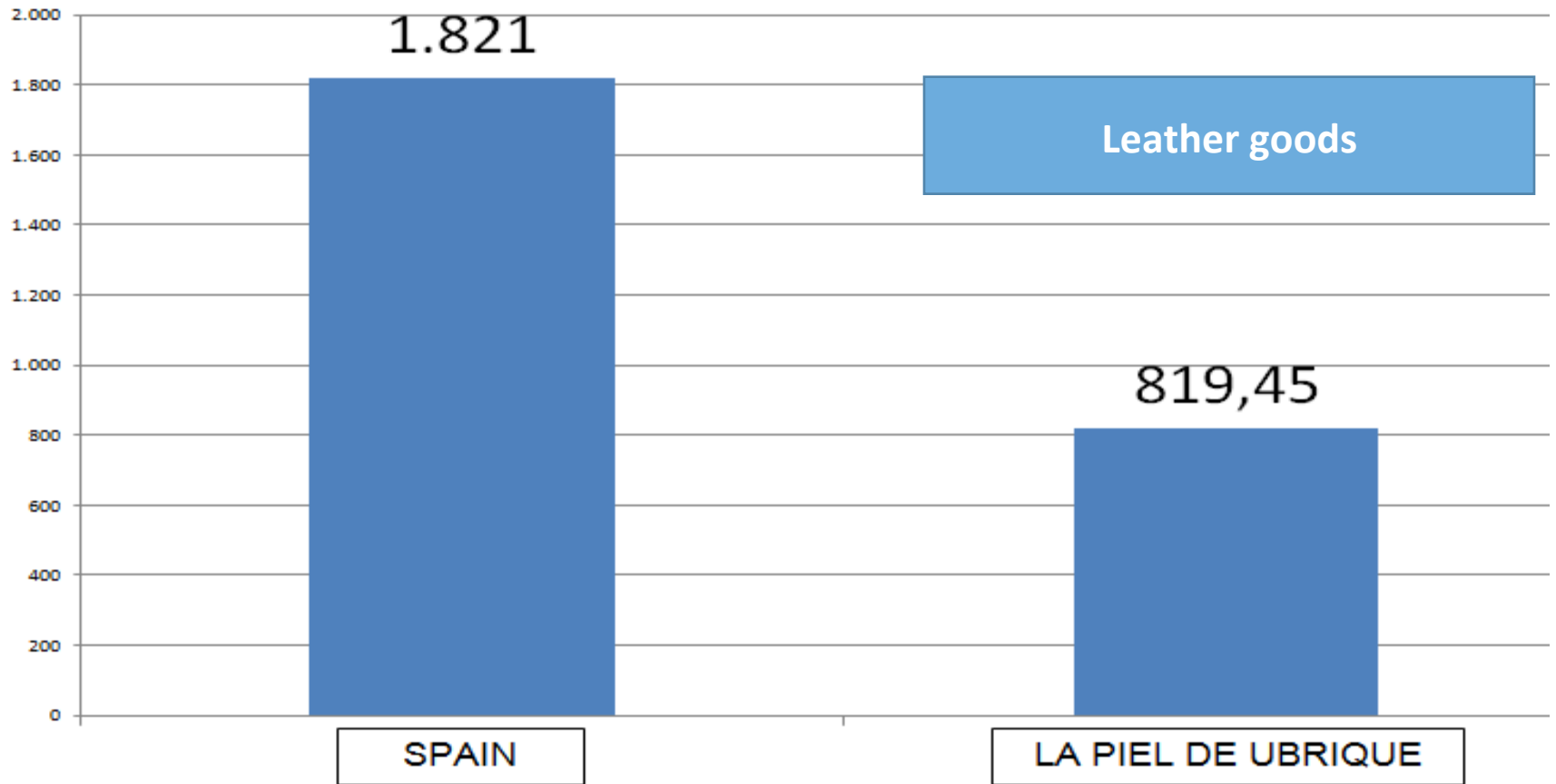


Towards a 2020 Geographical Indications (GIs) International Agenda, 18 October 2017

Manuel Rodríguez, President LA PIEL DE UBRIQUE (BYPIEL)



ASSOCIATION « PIEL DE UBRIQUE»

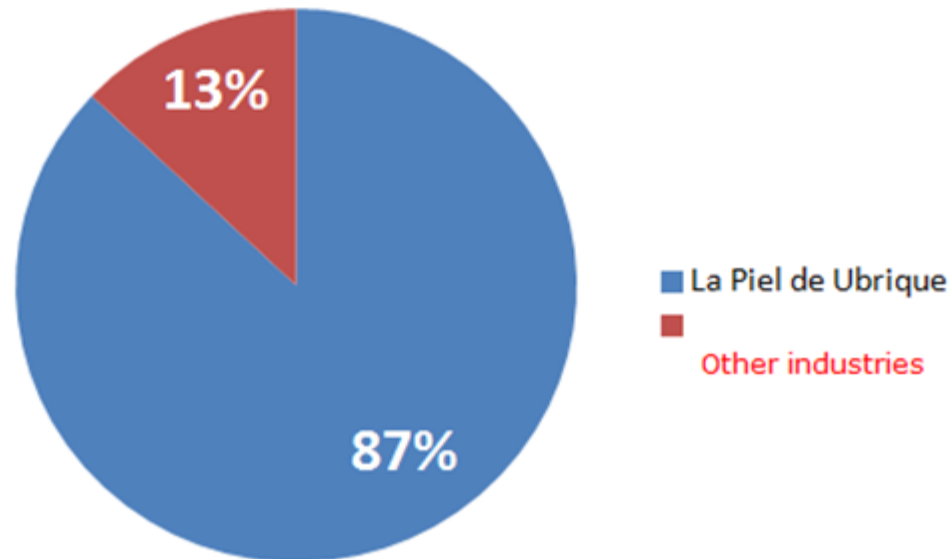


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LEATHER SECOR EMPLOYMENT IN UBRIQUE : (number of employees)

Total Population Ubrique	16.884
Direct jobs	5146
Indirect jobs	652
Number of companies	236

PERCENTAGE OF COMPANIES ENGAGED IN UBRIQUE LEATHER RELATIVE TO OTHER PRODUCTIVE SECTORS IN THE VILLAGE

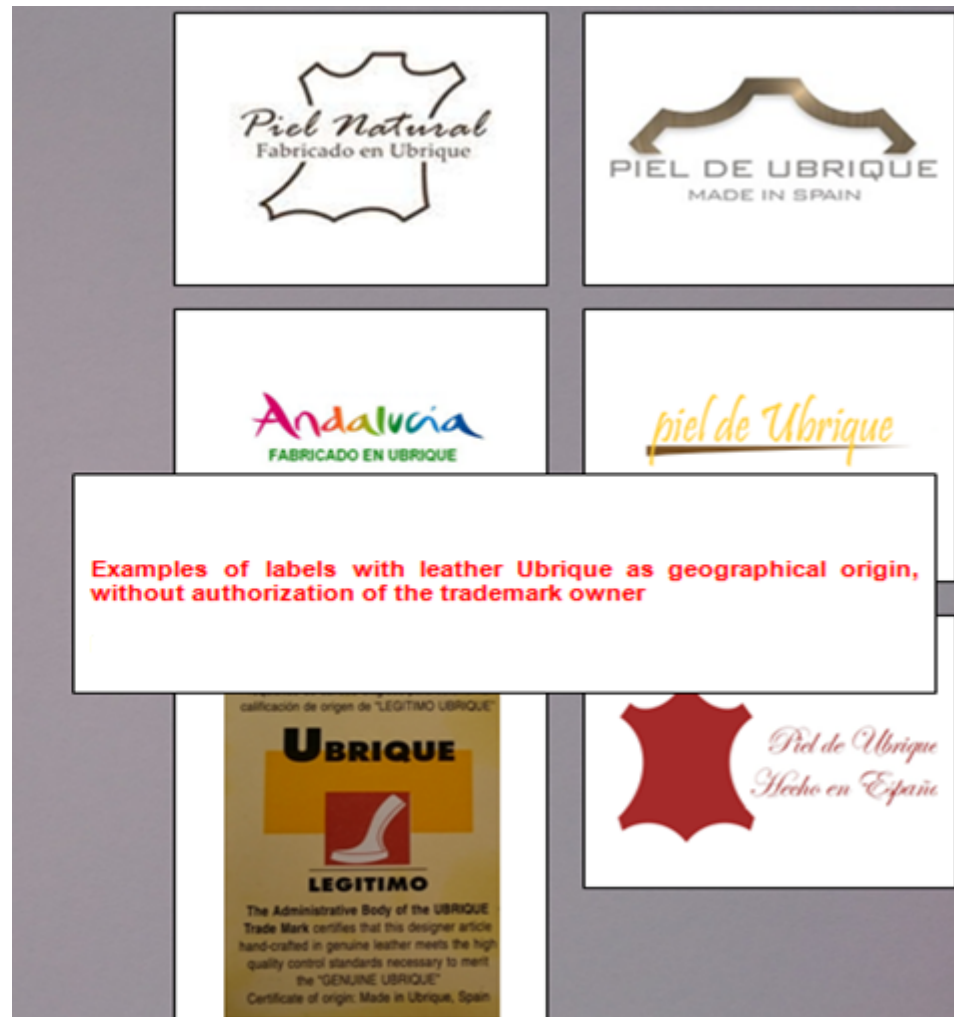


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ARTISAN LEATHER SCHOOL UBRIQUE



INFRINGEMENTS SOBRE PIEL DE UBRIQUE



WHAT DO WE NEED AT THE EU LEVEL?

I. A *sui generis* system of recognition and protection of non-agricultural GIs:

- simple and transparent;
- recognizing the link with the territory of production as an essential element;
- including some mechanisms of administrative enforcement (ex officio);
- which does not create confusion with the existing European GIs systems.

EU HARMONIZED SYSTEM

Benefits



- A) Producers (there are thousand of potential non-agri GIs in the EU)
- B) Consumers
- C) EU bilateral/multilateral negotiations

WHAT DO WE NEED AT THE EU LEVEL?

II. Ratification by the EU of the WIPO Geneva Act of the Lisbon Agreement on Appellations of Origin and Geographical Indications:

- which includes the protection of non agri GIs;
- Non-agri GIs are currently not covered in EU FTAs.

THANKS FOR YOUR ATTENTION!

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