

oriGIn

Organization for an International
Geographical Indications Network



oriGIn Statutory General Assembly

oriGIn-Georgia – Goals and Activities

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Treviso, Italy

GEORGIA PHYSICAL MAP

Area-69 700 sq. km, population 3 720 400



Challenges of the Georgian GI system

- **Insufficient awareness** of the importance of the system GI protection among the main part of farmers, producers and other stakeholders;
- **Lack of specialists** with solid knowledge and experience associated with the process of creation and management GIs;
- **lack** (except wines and mineral waters) of official and **internal control** over agricultural GIs products and foodstuffs;
- **Excessive amount of information** in the specifications of an already registered GIs, which blurs the main GI parameters and **hinders control**.

- Taking into account the foregoing and appreciating the importance of the GI for the agricultural sector of Georgia, **the Georgian Government recommended** the establishment of a special organization for continuous work with current issues related to the protection of GI.
- In 2016, "Sakpatenti " and **Vine and Wine Agency** having held appropriate, very useful consultations with **Origin**, created "**Origin-Georgia**".
- The **main goal of "Origin-Georgia"** is to contribute to the development of the GI system in Georgia by assisting producers:
 - in the promotion and protection of existing GIs;
 - and in the creation of new promising GI products.

The Main tasks

- To Initiate and participate in activities directed on Increasing stakeholders awareness on GI issues
- Assist stakeholders in relation with:
 - Foundation of GI associations;
 - Identification of potential GIs;
 - Drafting GI specifications;
 - Amending specifications for already existing GIs;
 - Development of internal GI control system.
- Rendering Consultations on the GIs protection and enforcement Issues
- Promotion of GI products through the organization of exhibitions and fairs of GI products

Conducted and Ongoing Activities

- Organized expeditions to all **10 regions of Georgia**
- Identified more than **100 potential** (fruits, vegetables, cheeses, meat products, wines etc.) GI products
- Organized potential **GI products exhibition (Tbilisi, Trabzon)**
- In progress is preparing **of GI guidance** materials for farmers, producers, local authorities, policy makers etc., which will be **published** by the end this year
- In the June in the framework of EBRD-FAO project was launched the sub project with participation of **Slow Food, Elkana and Origin-Georgia** aiming **detailed inventory** of all selected products
- Currently Origin-Georgia In cooperation with Sakpatenti engaged in **overcoming obstacles related to protection and enforcement of GI rights abroad**, in particular provides consultations and supports producers in proceedings related to cases of usurpation or other infringements of Georgian GIs.



Map of Potential Geographical Indications



საქართველოს ინტელექტუალური საკუთრების ცენტრი
საკუთრების ცენტრი
SAKPATENTI
NATIONAL INTELLECTUAL PROPERTY CENTER OF GEORGIA
www.sakpatenti.org.ge

Grazie per l'attenzione

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