



oriGIn Biennial meeting

International Conference on Geographical Indications

***Priorities for GIs at the EU level in the
legislature 2019-2024***

Radisson Blu Iveria Hotel,
Tbilisi, 24 September 2019



Agriculture
and Rural
Development

*Francis Fay
Head of Unit Geographical Indications
DG Agriculture and Rural Development
European Commission*

GI policy under the Commission



Juncker Commission

'simplification and modernisation'

Wine rules 2019

Spirits "787" 2019

CMO-2020 ... Evaluation ...



von der Leyen Commission

'strengthening GIs'

... Evaluation ... CMO-2020

Green Deal – sustainability

Working with OriGIn



Rural IPR



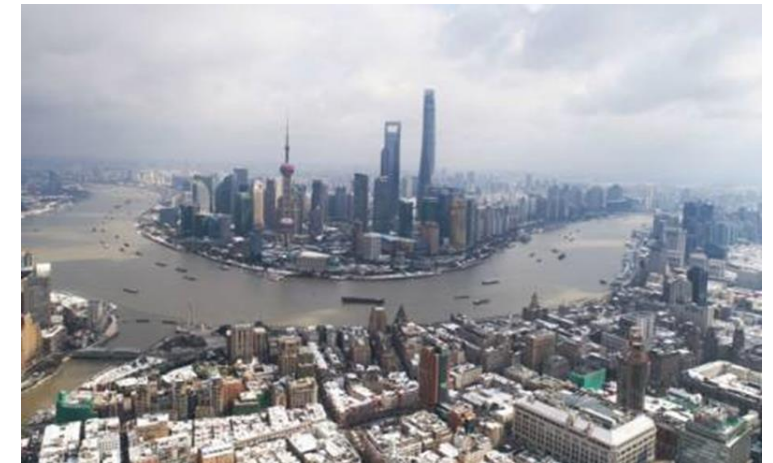
Guarantee authenticity

Contributions

- Spirits
- Wine
- International agreements
- Evocation
- Internet...

Future priorities

1. Sustainability
2. Tool for Rural Development
3. Simplify administration
4. Improve controls
5. Increase protection of GIs



Protect local value at global scale

Registered and protected

3278 GIs in the EU registers (1.09.2019)

- Agricultural products and foodstuffs - 1329
- Wines - 1605
- Spirits - 239
- Aromatised wines - 5

1588 3C GIs protected by agreements; 33 Georgia



34 agreements
in force or finalized

16 negotiations
Due diligence check on GIs
Opposition procedure

**EU accession to multilateral Lisbon
(Geneva Act) system**
in preparation

Technical cooperation programmes:
IP Key (IPR – including GIs)
GI strategy for Africa
BTSF (GI enforcement)

Eur
Cor



EU-Vietnam

Factsheets, Vietnamese trade in your town,
texts of the agreements, exporters' stories



EU-New Zealand Trade Agreement

Factsheets, impact assessment, exporters' stories



EU-Australia Trade Agreement

Factsheets, exporters' stories



EU-Singapore

Factsheets, Singapore trade in your town,
texts of the agreements, exporters' stories



EU-Mexico trade agreement

Factsheets, questions and answers,
exporters' stories



EU-Mercosur trade agreement

Factsheet, round reports, impact assessments, exporters' stories



EU-Japan

Negotiated agreement, meetings, factsheets,
round reports



EU-Canada agreement (CETA)

Full agreement, exports by EU region,
factsheets, help for exporters



EU - Georgia

Association Agreement

GEORGIA: 33 GIs protected: 18 wine, 14 food, 1 spirit



Wine

ნური / Atenuri
ახაშენი / Akhasheni
გურჯაანი / Gurjaani
ვაზისუბანი Vazisubani
თელიანი Teliani
კარდენახი / Kardenakhi
კახეთი (კახური) / Kakheti (Kakhuri)
კოტეხი / Kotekhi
მანავი / Manavi
მუკუზანი / Mukuzani
ნაფარეული / Napareuli
სვირი / Svir
ტვიში / Tvishi
ტიბაანი / Tibaani
ქინძმარაული / Kindzmarauli
ყვარელი / Kvareli
წინანდალი / Tsinandali
ხვანჭკარა / Khvanchkara

Food Products

აჭარული ჩლეჩილი / Acharuli Chlechili [*Cheeses*]
დამბალხაჭო / Dambalkhacho [*Cheeses*]
თუშური გუდა / Tushuri Guda [*Cheeses*]
იმერული ყველი / Imeruli Kveli [*Cheeses*]
კობი / Kobi [*Cheeses*]
მაწონი / Matsoni [*Other-honey, various dairy...*]
მეგრული სულგუნი / Megruli Sulguni [*Cheeses*]
მესხური ჩეჩილი / Meskhuri Chechili [*Cheeses*]
სვანური სულგუნი / Svanuri Sulguni [*Cheeses*]
სულგუნი / Sulguni [*Cheeses*]
ტენილი / Tenili [*Cheeses*]
ქართული ყველი / Kartuli Kveli [*Cheeses*]
ჩოგი / Chogi [*Cheeses*]
ჩურჩხელა / Churchkhela [*Other-honey, various dairy...*]

Spirit drinks

ჭაჭა / Chacha

Current reform: “modernisation and simplification” – progress 2019

Spirits

- 241 validations complete
- New regulation 787, (May)

Trade mark relation

Goods in transit

New register [eAmbrosia](#)

Four regimes – *separate rules*



Mavroupi / Manouri PDO (EL)



Vermouth di Torino GI (IT)

Wines

- Implementing rules
- New register [eAmbrosia](#)



Suomalainen Vodka / Finsk Vodka /
Vodka of Finland GI (FI)



Bourgogne PDO (FR)

CMO2020

Wine – Aromatised wine – Food

**GI
producer
groups**



GI View project

eAmbrosia
public



34 agreements



MS or 3C input and control



**GI-
View**



enforcement

EUIPO Enforcement Portal (ex-EDB)

*customs
police
anti-fraud
judiciary
shop inspectorate
rural policy*

*retailers
traders
TM applicants*

*research
publicity*

**SANTE AAC
(AA and FF)**



GIs: WIPO

Lisbon Agreement, Geneva Act 2015

EU accession instruments shortly to be adopted

**SCT – Standing Committee on Trademarks, Designs
and Geographical Indications, Information sessions:**

evaluation of genericness

geographical indications as IP titles in the DNS

**identity, similarity and imitation between
geographical indications and trademarks**

6 November 2019



World Intellectual Property Organization



WIPO SCT

Mission letter to Commissioner-designate agriculture



General

- ... UN SDGs – **Sustainable Development Goals**
- ... [new legislation] '**One In, One Out**' principle.

Agriculture

- ... guidance of **VP for European Green Deal**
- ... conclude **CAP-2020**
- ... '**Farm to Fork**' strategy for sustainable food
- ... **zero-pollution** ambition
- ... long-term vision for **rural areas**
- ... promote Europe's **high-quality food standards**
- ... **strengthen GIs**

Mission letter – text on GIs

*"I would also like you to look at ways to **strengthen the system of geographical indications**. It is a key part of maintaining high **food quality and standards** and ensuring that our cultural, gastronomic and local **heritage** is preserved and **certified as authentic across the world.**"*

Janusz Wojciechowski



Commissioner-designate for Agriculture

*"look at ways to **strengthen the system** of geographical indications"*

Sylvie Goulard



Commissioner-designate for Internal Market

*"I want you to take a close look at our **intellectual property** regime to ensure that it is coherent, is **fit for the digital age** and supports our competitiveness."*

Evaluating GIs schemes

Improving protection and enforcement

Producer groups

Specificities of wines and spirits GI regimes

Multinational approach

Bilateral agenda – promoting partnerships

Efficiency of registration system

Scope – covering agricultural products

Internet...



EU - Georgia
Association Agreement



Internet challenges



***Fit for the
digital age***

Blockchain



Platforms



Domain names



Topics – in the current *debate*

Sustainability

Certification and proof of certification

Evocation

Labelling, ingredients and 'made with'

Efficiency of registrations



Next steps and milestones

End 2019: GI evaluation – public consultation phase

November 2019: von de Leyen Commission in place

End 2019: EU accession to Geneva Act (WIPO)

2020: Policy development phase

2020: CAP-2020 conclusion

End 2020: GI View roll out ('representative producer group')



Thank you for your attention



Francis Fay
DG Agriculture and Rural Development
European Commission
francis.fay@ec.europa.eu