



Cooperation within oriGIn for export markets monitoring

oriGIn Biannual Meeting
Tbilisi, Georgia

24 September 2019



A very special year for CRT 2019



CRT XXV Anniversary



Registration of Tequila as GI in the European Union



Tequila Agroindustry since CRT creation Tequilera

Agriculture	1995	2018	growth
Agricultores		8,000	
Hectáreas de agave		174,000	
Registered Agaves		523 millones	
Municipalities with agave	37	157 de 181	324 %
INDUSTRIA	"Income for more than 70,000 FAMILIES"		
Companies	36	155	330 %
NATIONAL MARKET VALUE		\$ 16,500 MDP	
IEPS		\$ 5 500 MDP	
National market share		35%	
Presence on international markets	120 countries (value + de 1.7 USD billon)		
Tequila in the Global markets		0.9 %	
Valor de las EXPORTACIONES		\$ 1,700 MD USD	
	Millones de litros (40 % Alc. Vol.)		
TOTAL exports	64.5	222.7	245 %
TEQUILA exports	63.4	108.1	70 %
ExportortsTEQ. 100%	1.1	114.4	10,300 %
TOTAL production	104.3	309.1	196 %
TEQUILA production	88.7	138.9	56 %
TEQ. 100 % production	15.6	170.1	990 %
	Miles de Toneladas		
agave consumption	278.7	1,139	309 %
	Millones de plantas		
Consumed Plants	9 - 10	54	468 %
National certified Trademarks	327	1,438	340 %
International certfied Trademarks	189	331	75%



Top ten Tequila exports in the world in 2018

LUGAR	PAIS	LITROS A 40% ALC. VOL.	% DEL TOTAL
1	United States of America	183 847 720	82.54 %
2	Germany	5 483 614	2.46 %
3	Spain	3 297 836	1.48 %
4	France	2 925 639	1.31 %
5	UK and Northern Ireland	2 319 743	1.04 %
6	Japan	1 907 853	0.86 %
7	Canada	1 895 685	0.85 %
8	Latvia	1 679 402	0.75 %
9	South Africa	1 485 706	0.67 %
10	Colombia	1 388 224	0.62 %
.....	<i>Resto de los países</i>	16 508 233	7.42 %
	GRAN TOTAL DE EXPORTACIONES	222 739 655	100



Trazability control on Trade and mechanisms for the international protection of Tequila



CRT Strategic Alliance with interprofesional organizations of GI's in the EU



Strategic cooperation agreements

**Bayerischer
Brauerbund e.V.**



seit 1880

Ihr kompetenter Partner.



INSTITUTO DE SALUD PÚBLICA

New Strategic Agreement Monitoring



CONSEJO REGULADOR del
TEQUILA®



Quello vero è uno solo.

Main objectives of the cooperation Agreements

- Protection of Consumers
- Prevention of deceptive practices and tackle counterfeited goods
- Promote the importance of the international protection and recognition of GI's.



Enforcement cases in the EU

- Tequila counterfeited destruction in Lithuania, with the support of the Customs Department, under the Ministry of Finance of the Republic of Lithuania:



5

Капель

TRAUKTINĖ "5 kapel"

Tekila Meksiko

Talpa: 0,5 l alk. 40 proc. tūrio
Sudėtis: paruoštas geriamasis vanduo,
rektifikuotas etilo spiritas iš maistingų žaliavų
„Liuks“, aromatizatorius „Tekila“, žolelių
ekstraktas. 100 g produkto energinė vertė: 237
kcal. Pagaminta ir išpilstyta RAB „Doneckij
likioro-vodočnyj zavod „Lik“ Ukraina, 83014,
Donecko sritis, Doneckas, pr. Dzeržinskogo, 24.
Importuotojas: UAB „Merata“ Didlaukio g. 90-24,
08332 Vilnius, t. el. 2727 202. Laikyti
temperatūroje nuo -15° iki +30° C, esant ne
didesniam kaip 85 proc. drėgniui. Tinkama
vartoti 12 mėnesių nuo išpilstymo datos.
Išpilstymo data nurodyta ant butelio.



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Beet Destilate *LA FRONTERA*

- Product commercialized in Madrid City Center.
- Eliminated from the Spanish market, thanks to the support of Spanish Police.
- Evocation of the word Tequila by using the wording “TQL” in the front label.



Enforcement cases in the EU SPAIN



Enforcement cases in the EU

- Counterfeit Tequila in Hamburg, Germany, Destruction event of 25,000lts in Hetlinaen:



Enforcement cases in the EU

- Counterfeit Tequila in Hamburg, Germany, Destruction event of 25,000lts in Hetlingen:



Case studies



- Consumption of GI's per member State; France 32%, Germany, Italy and Spain.
- The value of GI infringing products in the EU was approximately **€ 4.3 billion in 2014**, which is approximately **9.0% of the EU GI product market**.
- Infringement rates, **Spirit sector 12.7% most counterfieted GI in the EU**.
- EUIPO database contains more than 4,800 protected GI's including third countries through Bilateral Agreements.



- **4.4% of Spirits Sales lost**
- **1.3% of revenue lost annually**
- **1.7% of sales lost**
- **4,800 direct jobs lost**
- **1.2% of of government revenue are lost**



- **SAFEGUARD HEALTH AND DEFEND THE INTEREST OF EUROPEAN CONSUMERS**



Thank you!

