Geographical Indications Protection in China
oriGin in China

oriGin General Assembly Meeting held in Hangzhou, China, November 14~15, 2005.
China National Institute of Standardization (CNIS) has undertaken the work of the Secretariat of oriGIn in China since 2010.
Outline

PART I
Competent Authority-CNIPA

PART II
Unified Official Symbol for GIs

PART III
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PART I
Competent Authority-CNIPA

- China ABC
- Central Government level
- Provincial Government level
- Local Government level
- Summary
The People’s Republic of China is located in the eastern part of the Asian continent, on the western Pacific rim. It is a vast land, covering 9.6 million square kilometers.
Central Government level

Name: National Intellectual Property Administration, P.R. China (CNIPA)
Central Government level

Missions on Geographical Indications:

1. Formulating a unified GI designation system
   To formulate a unified designation system for Appellation of Origin (AO) and Geographical Indications (GI), and organize its implementation.
Central Government level

Missions on Geographical Indications:

2. Authorizations

To formulate policies for the examination of Appellation of Origin (AO) and Geographical Indications (GI), and criteria for determining the right of authorization, and organize the implementation of applications, acceptance, authorization and other work.
Central Government level

Missions on Geographical Indications:

3. Protection

To formulate and organize the implementation of a strict intellectual property rights system for the protection of Appellation of Origin (AO) and Geographical Indications (GI).
Provincial Government level

Functions on Geographical Indications:

- Construction of Protection System for areas under jurisdiction, including GI products’ standard system, testing system, quality assurance system.

- Service to the GI producers, delegating the CNIPA to supervise the unified Logo.

- Annual supervision scheme and report to CNIPA.

- Combating counterfeiting and infringement on GI products
Local Government level

- County level administrative region is the general name of administrative regions with the same administrative status as counties in China. It is the third level administrative region, including municipal districts, county-level cities, counties, autonomous counties, flags, autonomous flags, forest areas, and special zones.
  - As of October 2019, China had a total of 2,845 county.
  - The local governments deploy the IP offices or sections at county level.
Local Government level

Duties on Geographical Indications:

- Service to the local GI producers.
- Inspection and supervision.
- Protection Demonstration Zone on GIs.
- Combating Counterfeiting and Infringement on GI products
Summary

1. Central Government level
   CNIPA, Formulating a unified GI Designation system, Authorizations, Protection.

2. Provincial Government
   32 IP Bureau-Construction of Protection System, Service to the GI producers, Issue the unified Logo, Annual supervision Scheme and report, Combating counterfeiting and infringement.

3. Local County Government
   2845 IP Offices at county level. Service to the local GI producers. Inspection and supervision. Protection Demonstration Zone on GIs. Combating Counterfeiting and Infringement on GI products.
PART II
Unified Official Symbol for Geographical Indications

• Unified Logo
• Pattern and Description
• Recorded as an Official Symbol
Unified Logo

CNIPA published the brandnew Unified Logo on Geographical Indications by the Announcement NO.332,2019, on the 16th October, 2019.
Pattern and Description

Shape: Circular;
Color: Red and Gold;
Background: The earth;
Main factor: Great Wall, Spike of Rice;
Chinese Characters: “中华人民共和国地理标志”
English Translation: Geographical Indication;
Abbreviation: GI.
PART III

Administrative Measures

• GI products Standard
• Unified Social Credit Identifier binding with the Logo
• Online-GI Protection data system
• Annual Report
• Double Random Inspection
SAC/TC554/SC1 is mainly responsible for the standardization compilation and revision of the geographical indications in China.

Current Work:
- Terminology of GIs
- Classification and code of GIs
- Guide for the compilation of specification of GIs
- Origin division principles and requirements of GIs
# Unified Social Credit Identifier

binding with the Logo

## Coding Rules

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1. Registration authorities code (1 digit),
2. Authority type code (1 digit),
3. Administrative area code (6 digits),
4. Main identification code (organization code) (9 digits), and
5. Verification code (1 digit)
Unified Social Credit Identifier binding with the Logo

- Code of Domestic GI Producers
- Code of Foreign GIs import merchants
Unified Social Credit Identifier binding with the Logo

An example: Kweichow Moutai Liquor 贵州茅台酒
Online-GI Protection data system

Online-system covers authorizations, legal entities data, logo issuing, annual report, and administrative enforcement, etc.(all-level)
Data

- 2391 GIs designated.
- 6116 marks registered as collective/certification marks.
- 10015 GI producers bear the unified Logo.
- In 2020, the output value of GI producers totaled 639.8 billion CNY.
PART FOUR

China-EU agreement on geographical indications

• Background
• The significance of the China-EU agreement on GIs
China is rich in geographical indication resources and similar to Europe in cultural and traditional system background.

China has constantly strengthened the protection of geographical indications.

China and the EU have already put into practice China-EU “10 + 10”(2006-2011).
The significance of the China-EU agreement on GIs

On November 6, 2019, President Xi and French President Macron witnessed the signing of a joint statement on concluding negotiations on an agreement of geographical indications between China and the EU.
The significance of the China-EU agreement on GIs

President Xi Jinping co-hosts a China-Germany-EU leaders' meeting in Beijing, capital of China, Sept 14, 2020, via video link with German Chancellor Angela Merkel, whose country currently holds the EU's rotating presidency, European Council President Charles Michel and European Commission President Ursula von der Leyen. China and the EU signed an agreement to protect 100 Chinese "geographical indications" in the EU and 100 European GIs in China.
The significance of the China-EU agreement on GIs

- European wines, spirits, dairy products and meat products
- Chinese Baijiu, yellow rice wine, tea, condiments, Chinese medicinal materials and fruits
- Giving special attention to the geographical indication of handicrafts in our country.
- The appendix of the agreement covers the mutual recognition and mutual protection of 275 geographical indication products from both sides in two batches.
Thank you for listening!