

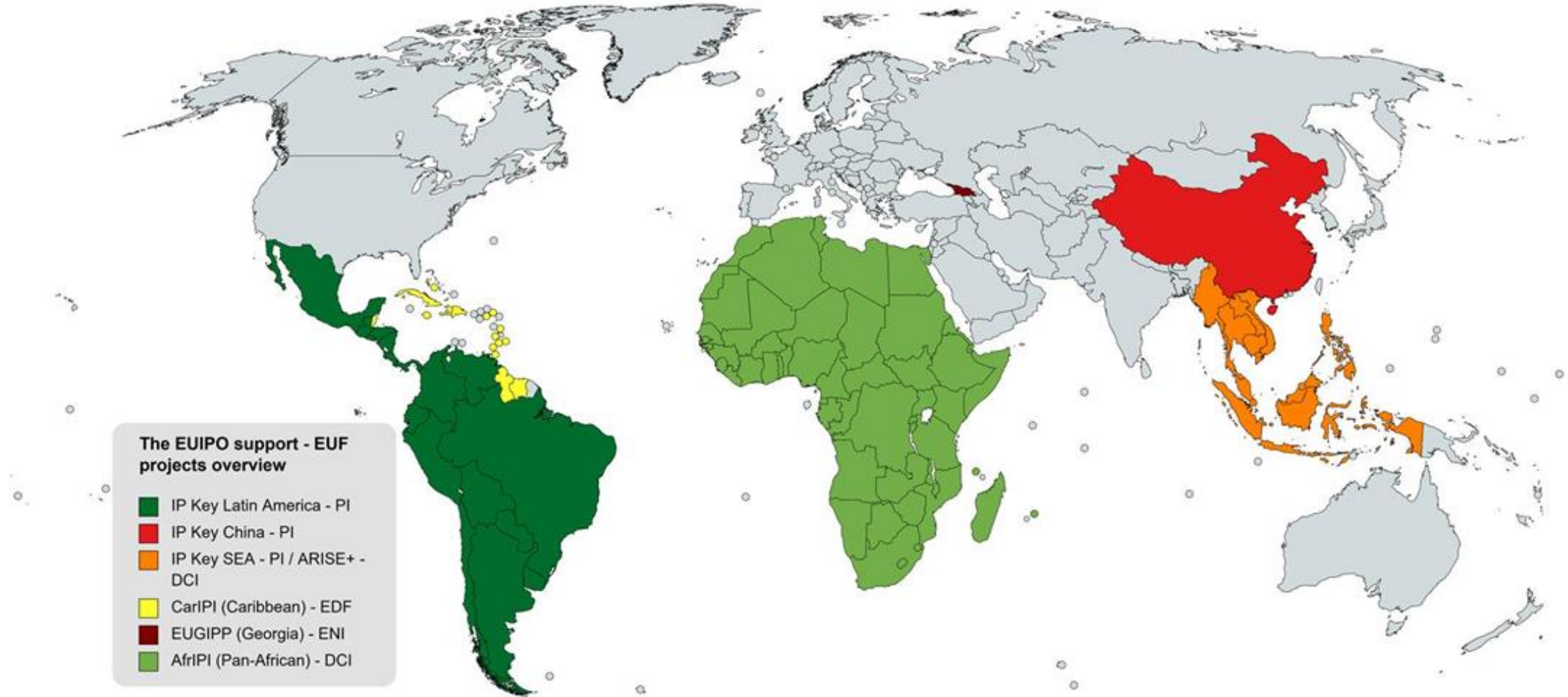
International Cooperation on GIs (How the EUIPO supports EU Policies on external actions)

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The EUIPO's support - Goals

- **The EUIPO works closely with the European Commission to:**
 - i) improve IP systems in non-EU countries
 - ii) facilitate/implement FTA negotiations and;
 - iii) level the playing field for EU businesses
- **The EUIPO implements EU external actions: 11 since 2012**
- **The EUIPO co-funds (approx. 30%)**
- **EU policies support (on trade, Cooperation, development, neighbourhood, etc...)**

The EUIPO support - Overview



The European Union and the Geographical Indications (GIs) – International initiatives

“Strengthen the system of geographical indications across the world”

Multilateral and bilateral agreements

Craft and industrial GIs’

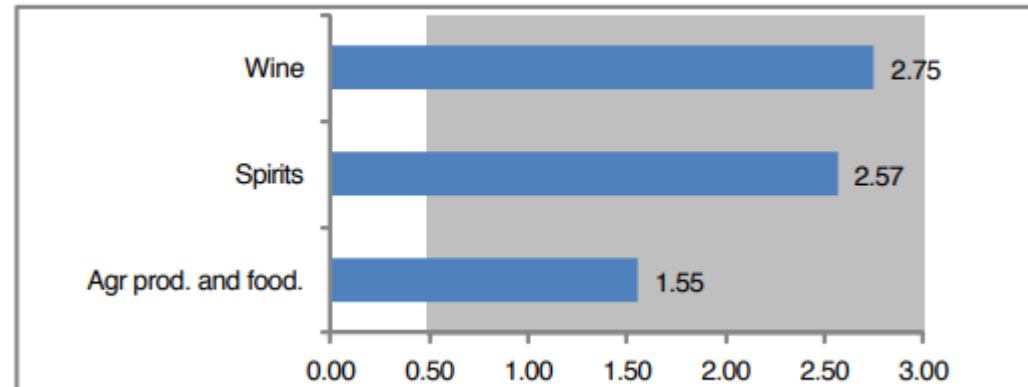
The European Union and the Geographical Indications (GIs) - Benefits



Price up to 2.14 times higher



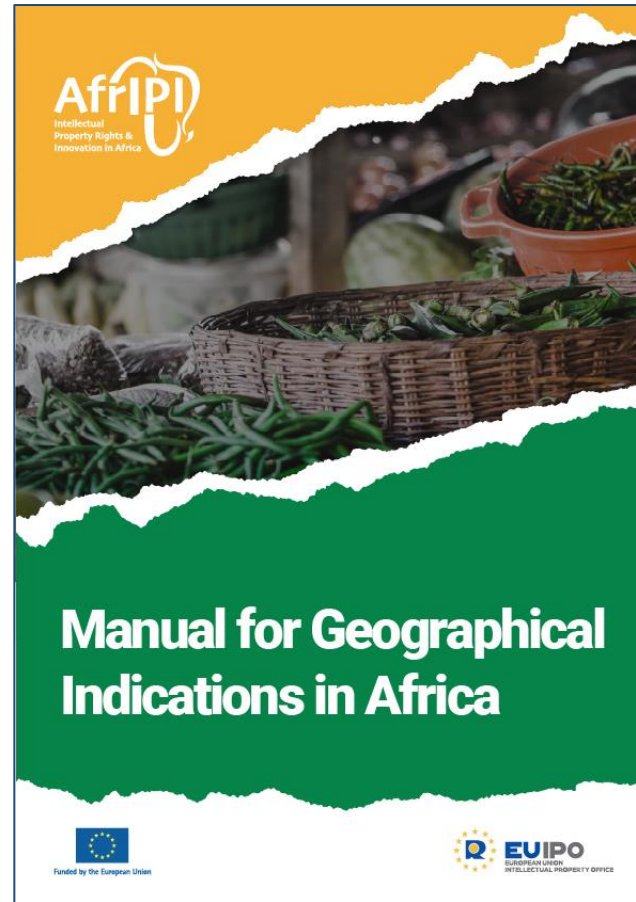
Value premium rate in the EU27 by scheme



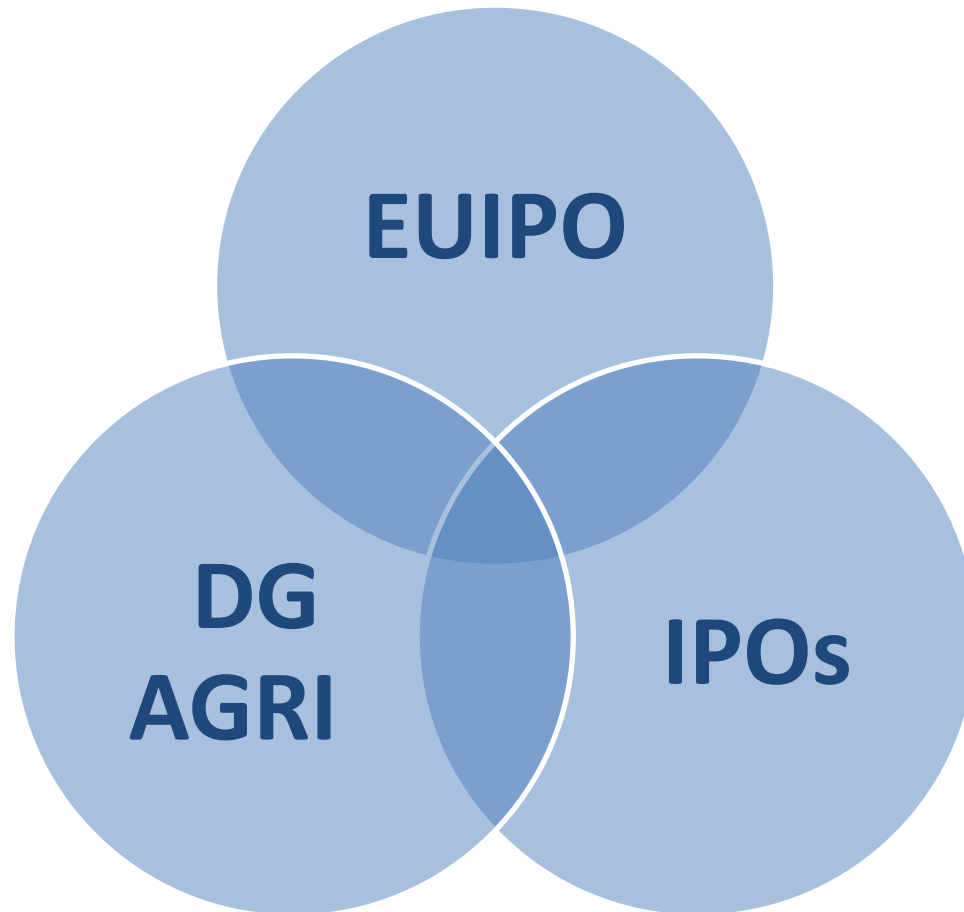
The EUIPO's support – type of activities

- i) Promotion of GIs;**
- ii) Technical exchange of views with registering offices and;**
- iii) Provide training and advice to associations, authorities and IP practitioners (capacity building)**

The EUIPO's support – Promotion of GIs



The EUIPO's support – Technical exchange of views



The EUIPO's support – Capacity building, advice, trainings



WEBSITE and SOCIAL MEDIA ACCOUNTS

Supporting **EU businesses** around the world



<https://internationalipcooperation.eu/en>

LinkedIn



YouTube



www.euipo.europa.eu



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Thank you