



“Strengthening GIs”

Reform of the EU GI system and cooperation activities with countries in Europe & Central Asia

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Francis Fay
Head of Unit AGRI B3 Geographical indications

Geographical indications (GIs)

- Geographical indications (GIs):
 - Safeguard producers' **skills, traditions** and **know-how**
 - Guarantee **authenticity** to consumers
 - Safeguard farmers' and producers' **rights** – the '*rural IPR*'
 - Protect **local value at global level**
- Two pillars of *agricultural* GIs:
 - **Agricultural** dimension
 - **Intellectual property** protection



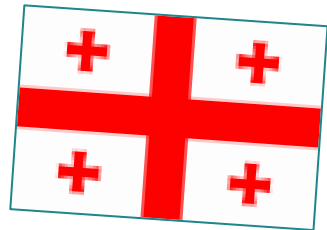
GIs registered and protected in the EU

- 5282 GIs – registered, protected, applied
- 3450 **registered** (3233 EU; 217 non-EU)
 - 6 Member States account for 80 % of EU GIs
- 1623 non-EU GIs **protected under agreement**
 - 36 % of GIs protected in EU are from non-EU countries

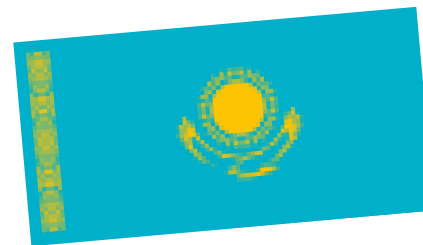


Countries with agreements to protect GIs in EU

- Serbia
- Bosnia and Herzegovina
- Albania
- Montenegro
- UK
- Switzerland
- Moldova
- Ukraine
- Georgia
- Kazakhstan
- Norway
- Liechtenstein



Examples of cooperation



- Agreements **Moldova, Georgia and Kazakhstan.**
- Regular committees (GIs sub-committees Moldova & Georgia; IPR committee Kazakhstan).
- Cooperation also envisaged in ongoing negotiations for Partnership and Cooperation Agreements



GI cooperation – Georgia

- 2-year **twinning project** “*Establishing Efficient Protection and Control System of Geographical Indications in Georgia*” .
- Support development of **legal, administrative and institutional mechanisms** to enhance **GI protection and controls**.
- Work on **GI logo** “reflecting traditional Georgian elements”.



Multilateral cooperation

Geneva Act of Lisbon Agreement



- One process for multi-country registration
- High level of GI protection
- Urge all countries to join



GI reform – proposal Q1 2022

- Empower producer groups
- Smart enforcement – public agencies (police, customs) and producer groups
- Sustainability – social, environmental and economic
- Better integrate agricultural policy in GIs
- Remove disincentives to registration
 - *E.g. Cover all agricultural products and craft and industrial products / Increase transparency / Administrative excellence in managing registers*
- Protection on internet – sales platforms and domain names system

Increase take-up in all EU... *and wider*

Benefits of GIs need to be spread throughout the EU

6 Member States account for 80 % of EU GIs

Reasons for low uptake in other 21 countries?

- Lack of 'GI' tradition / familiarity
- Time taken for dossiers
- Lack of clarity and depth of information needed

Content of *VIGUEur* campaign

Elements

1. National ownership
2. GI tool-kit for applications – all EU languages / web based
3. Workshops – with national authorities
4. Simplification and transparency of procedures
5. Administrative guidance

Schedule

3 years – 2022 - 2024

Thank you



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