

Arise+ Indonesia: Strengthening Geographical Indication In Indonesia

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Arise+ Indonesia



Implemented by



Arise+ Indonesia – Trade Support Facility

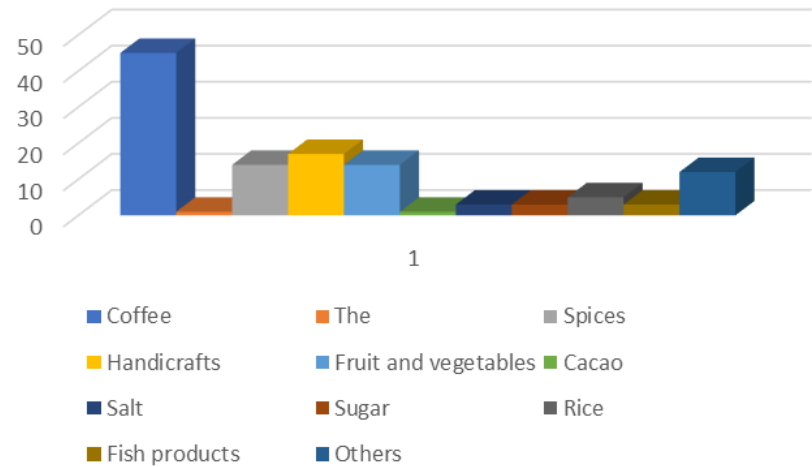
- Is one of the flagship initiatives under the EU-Indonesia cooperation framework.
- With an overall budget of EUR 15 million Arise+ Indonesia (2019-2023) strengthens the capacity of government institutions and stakeholders in a wide range of areas related to international trade , competitiveness and business environment including IPR and Geographical Indications.
- <https://ariseplus-indonesia.org/en/>

GIs in Indonesia

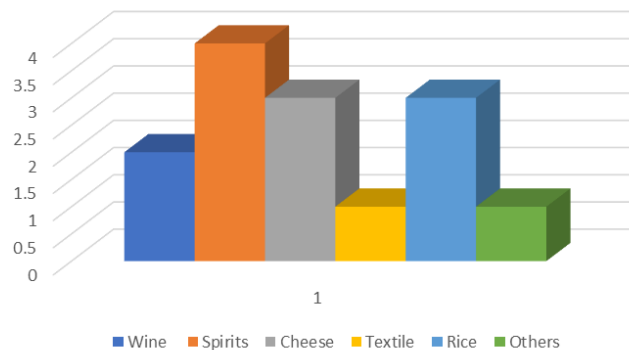
Number of GIs in Indonesia increases very rapidly (132)
12 third countries GIs are protected in Indonesia



Indonesian GIs



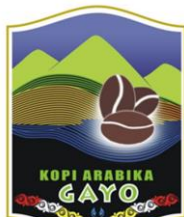
Third Country GIs in Indonesia



GIs in Indonesia



- DGIP (under the Ministry of Law and Human Rights – National Competent Authority) is the main actor for GI development in Indonesia. **Top-Down approach.** DGIP supports establishment of GI producers' associations (MPIGs), prepare product specification and encourage and lodge products registration. Sui Generis Regulation for GIs since 2016,
- **Every single GI in Indonesia is lodge and manage by a dedicated MPIG created for that scope** with (very often) limited understanding and capacity to manage the organisation and enforce control along the value chains
- **Formal legal base for GI control in Indonesia. GI legal frame in Indonesia requires auto control by operators and periodical external control by Team of Experts** (nominated by National Competent Authority)
- Team of Experts is composed by government official + Indonesian experts. In the group, there are **no specific skills/resources to carry out professional audits over MPIGs.**
- Audits are periodically scheduled on GI associations to **monitor the overall “functioning and health status” of the GI projects** rather than the compliance of the product with the relevant specifications
- **GI market monitoring and control over the use of GI names is almost absent** providing the ground for fraudulent use of GI



Arise+ Intervention to support GIs in Indonesia

➤ Arise+ assisted several GI communities to support development in a wide variety of aspects including market access



Arise+ Intervention to support GIs in Indonesia

- Hand-in-hand support provided to 7 GI communities to strengthen capacities of associations and implement traceability, internal control and third party certification
 - IT based traceability system
 - Creation of Internal Control Plans, train and appoint internal inspectors and facilitate external audit and certification by accredited control

Result: Seven Indonesian GI products are now traceable and certified

Gayo Arabica Coffee, Amed Salt, Berau Cacao, Muntok Pepper,
Kulonprogo Jogja Coconut Sugar, Arabica Coffee Flores Manggarai,
Arabica Coffee Flores Bajawa

GI product traceability in Indonesia

- An IT system (software as a service) and application for traceability has been prepared and applied to seven different GI products

Amed Salt is GI certified!

100% TRACEABLE

TRANSPARENT AND INCLUSIVE

Supported by

Bali AMED Salt
Bali, Indonesia

Check the Product Traceability

Bali Amed Salt - Geographical In...

What is Bali AMED SALT?
BALI AMED SALT or Garam Amed Bali in Bahasa Indonesia, originates From the Karangasem Kingdom, Bali Indonesia, since 1500 saka Year Or 1578 BC. Amed, One of the [Sub-District] in Kabupaten Karangasem Or Regency of Karangasem in the eastern most of Bali island, is 98 [Km] (3-hour drive) away From Denpasar (DPS) International Airport. Amed has Sandy Soil around the beach, containing Clay that can be used To Capture Salt

(1) Producer

Arise + GI product Control

- Despite the Indonesian legal frame does not foresee third party control performed by private certification body, DGIP + in coordination with ARISE+ agreed to test this new approach to 7 Indonesian GI products.
- Best practices are now available in Indonesia for both private sector and government authorities
- Using external GI certificates, Indonesian GI consortiums applied for registration under Regulation (EU) No 1151/2012



Open Challenges for GI system in Indonesia

- What next? How to scale up successful experiences in Indonesia
 - Arise+ Indonesia is ending soon
 - EU forthcoming technical assistance programmes in the region seems to be focused on other priorities

Professional control system needs support

- **Indonesian GI products** have difficult access to the market but **need market recognition and premium prices to maintain professional control and traceability along value chains**
- **Importers/traders do not currently pay premium prices for GIs certification** unlike other certifications schemes
- GI associations (**MPIG**) hardly recognize the value created by professional use of **traceability system and GI certification: motivation to keep traceability and certification is weak if not associated with a premium price.** (despite experiences demonstrated that direct selling price increased up to 600 % after GI development - AMED SALT-)
- **Monitor the use of GI names in marketplace** and persecute frauds, **should be strengthened to secure value addition for IPR holders**

Open Challenge for GI system in Indonesia

- **Qualitative approach to GI needs to be encouraged** : while National Competent Authority **focus is to increase number of registered GIs every year** (with annual minimum target – 5 GIs), **quality of product specifications, control and traceability practices receive less attention.**
- **National resources allocated to support qualitative GI development is insufficient** to responds to the needs (increasing number of GIs to be managed and same number of officials in charge of it)

Way to go



- Link Indonesian GI community with International GI best practices holders
 - Associate Indonesian GI associations to Origin
 - Rise interests of international donors' community on Indonesian opportunities and challenges to further support GI development
 - Encourage private partnership and twinning initiative with best practice holders

Twinning EU_Indonesian GIs



Arise+ is supporting and ongoing dialogue to finalize a twinning between an European GI – Cioccolato di Modica PGI - with – Cacao Berau GI

The possibility to certify that the main ingredient used to produce a Cioccolato di Modica PGI, is itself a GI certified product, would bring the final product to a new level of quality and traceability

Berau-Modica

The handshake between Mr Kurniaman Telaumbanua - Representative of GI National Competent Authority Ministry of Law and Human Rights of the Republic of Indonesia and Nino scivoletto – Director General Consorzio Tutela Cioccolato di Modica -





THANK YOU

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