

# WIPO work on the Development of Geographical Indications and Sustainability



**Fourth Regional Consultation on Geographical Indications  
in FAO Region for Europe and Central Asia**

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**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

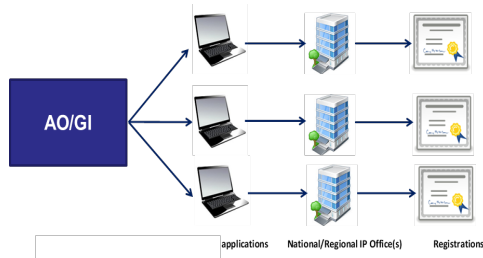
# WIPO's Technical assistance

- **General GI awareness raising activities** for authorities and producers
- **Dedicated trainings on GIs**
- **Legislative advice:** GI legislative framework or treaty accession
- **Policy advice:** GI ecosystem development
- **Assistance pre/post-accession to treaties**

# Lisbon is Accessible

## Single registration with WIPO

Without Lisbon



With Lisbon



- One application, one language, one set of fees
- Protection in Lisbon countries
- Centralized management of your GI right

# LISBON Geneva Act: *Key dates and figures*



**2015:  
Adoption**

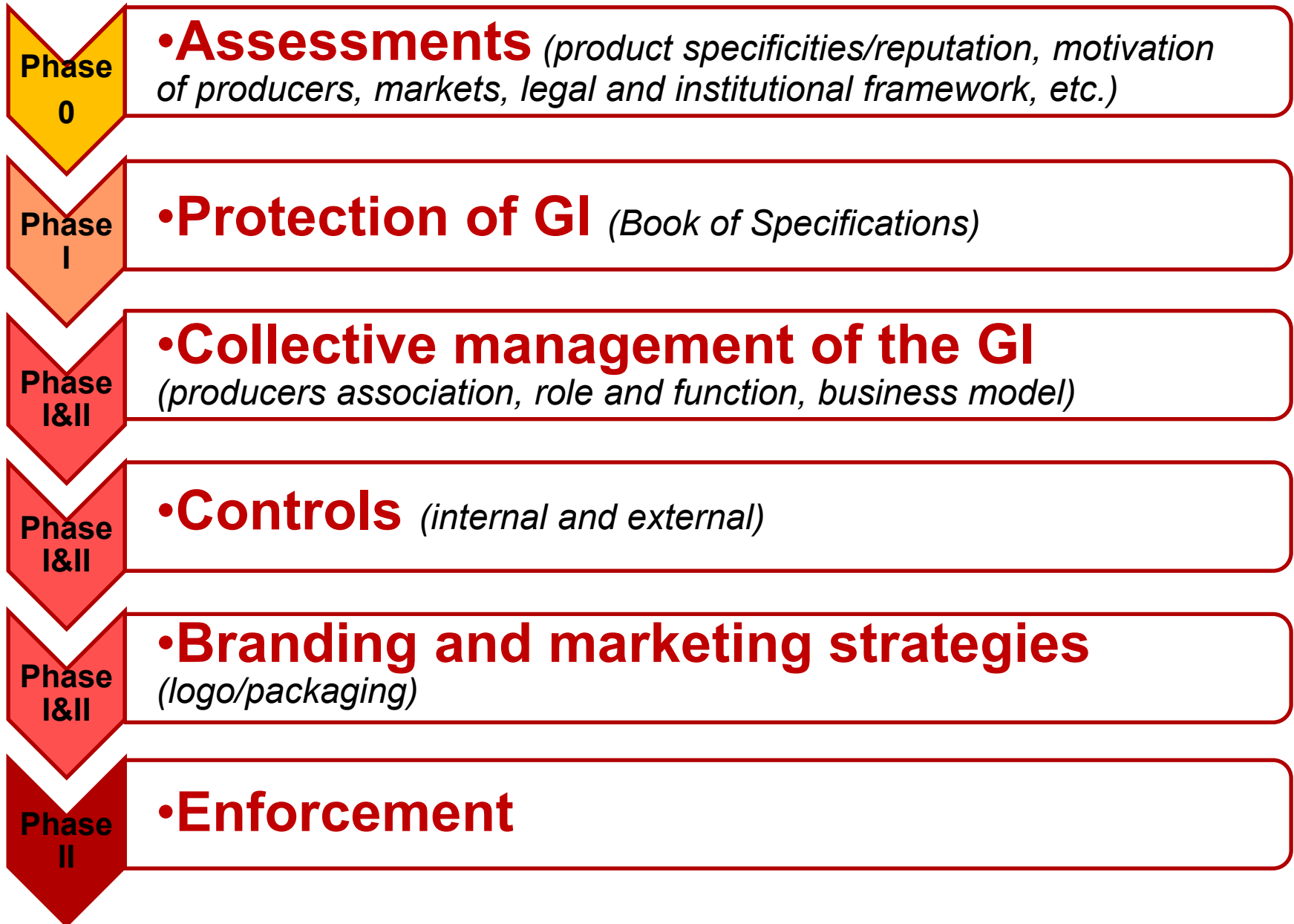
**2020:  
Entry into  
force**

**2023:  
57  
countries  
covered!!**

# WIPO's GI projects

- WIPO assist **local communities** to develop their **GIs** (*protection, collective management, commercialization*)
- Upon **Member State request** and in cooperation with national authorities
- **Collaboration** with other partners (*UN Agencies, Regional and National Authorities, NGOs and other Institutions*)

# WIPO GI Projects



# GI-Projects : Development, protection and commercialization of origin products



**WIPO MAGAZINE**

**Supporting environmental sustainability with GIs: The case of Madd de Casamance**

June 2020

By Pape-Tahirou Kanouté, agricultural economist, ETDS, Ziguinchor, Senegal, and Michele Evangelista, Lisbon Registry, WIPO

Amid the ongoing climate crisis, the need to preserve the natural environment has become a focus of growing public concern. Consumers, especially young people, are calling on governments and the private sector to actively commit to implementing strategies and policies that support environmental sustainability.

Madd (or Saba senegele) is a wild species of fruit, a berry with a hard, yellow peel that can be found predominantly in the woodlands and certain savannas of Burkina Faso, Senegal, Guinea, Guinea-Bissau, Mali, Ghana and Côte d'Ivoire. The plant is a climbing vine with tendrils that allow it to cling to the trunks and branches of trees in the forest, where it grows wild. (Photo: Courtesy of ETDS)

**WORLD IP DAY 2024 on April 26**  
**"IP & SDGs:**  
**Building our common future**  
**with innovation and creativity"**

<https://www.wipo.int/ipadvantage/en/details.jsp?id=11582>

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## FIT China (CNIPA):

**KOH TRUNG POMELO & KAMPOT-KEP SALT (Cambodia); MADD DE CASAMANCE (Senegal); RIZ DE KOVIÉ (Togo); etc.**

## Covid 19 Recovery Package:

**SEDA DE CAJONOS (Mexico), OREGANO DE FOOTHILS PULTRE (Chile); PILOT GI & COLL. MANAGEMENT: Kazakhstan, Kirghizstan, Tadjikistan; GI & KAVA (Tonga), etc.**



**NEW in  
2024/25 Biennium:  
Build-Back Fund**

## R. & N. Development Sector:

**Africa: CABRITO DE TETE, VIHNO DE FOGO, KENTE;  
Arab R.: CHECHAR HONEY; OMANI FRANKINCENSE;  
Arab GI training; CEBS: TUSHETI GUDA; ASPAC: KAVA, etc.**



## CDIP Projects: - ASSISTING PRODUCERS

**IN THE POST REGISTRATION PHASE (Algeria, Brazil, Pakistan, Uganda); - STUDY ON VALUE OF NON-AGRI GIs (India)**





**More information on the Lisbon System:**  
**[www.wipo.int/lisbon](http://www.wipo.int/lisbon)**



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