

oriGIn Biannual Meeting 2025
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GI Agenda for 2030: Challenges for the next 5 years

WIPO Perspective

Alexandra Grazioli
Director, Lisbon Registry
Brands and Designs Sector, WIPO

WIPO | LISBON



**The interest
for the protection of
geographical indications
is now global !**

How to meet expectations?

**From local
to global**



International Protection

- **Lisbon System for the international registration and protection of geographical indications**
With a single registration at WIPO
already protection in more than 70 countries...
- **Development of the Lisbon System**
Lisbon Working Group February 2026
- ***eLisbon* IT platform**
- **Technical assistance and capacity building activities**
Authorities / GI producers / IP attorneys

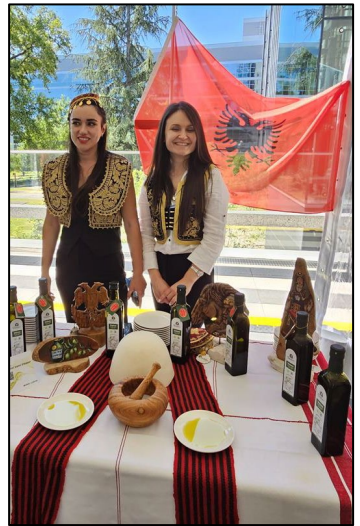
Creating a global
market for local
products





WIPO Lisbon System

Celebrating 10 years since the adoption of the Geneva Act





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International Protection

■ Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT)

Trademarks

- Proposal – [Examination Guidelines for Trademarks](#) Which Consist of or Contain Country Names or Geographical Names of National Significance (doc. SCT/43/6 Rev.2)
- Proposal – Joint Recommendation Concerning Provisions on the [Protection of Country Names](#) (doc. SCT/43/9 Rev.)
- Proposal – Protection of Country Names and Geographical Names of National Significance in the [Domain Name System](#) (doc. SCT/41/6 Rev)
- Proposal – Nation Brands (doc. SCT/48/3)





Geographical Indications

- Proposal – Topics for [information sessions](#) (doc. SCT/48/4)



Support to Producers

- Technical Assistance and capacity building activities
- Projects on the development, protection and commercialization of GIs

	R. & N. Development Sector: Africa: VINHO DE FOGO (Cabo Verde); KENTE (Ghana); BAIE ROSE DE BONGOLOVA (Madagascar); CABRITO DE TETE (Mozambique); Zambia; Arab R.: CHECHAR HONEY (Algeria); Asia/Pacific: silk and rice GIs (Lao PDR); batik GIs (Indonesia); TDC: TUSHETI GUDA (Georgia); Albania; etc.
	Build Back Fund: KHO KUNG CRAB (Cambodia); OREGANO DE FOOTHILS PULTRE (Chile); VANUATU KAVA (Vanuatu); GRENADA NUTMEG, GRENADA COCOA (Grenada); MONGOLIAN PINE NUTS (Mongolia); ALMATY APORT APPLE (Kazakhstan); Kirghizstan; Tadjikistan; Uganda; etc.
	CDIP Projects: Assisting producers in the post registration phase (Algeria, Brazil, Pakistan, Uganda); Study on the value of non agri-GIs (Colombia, India, etc.)
	FIT China (CNIPA): KOH TRUNG POMELO and KAMPOT-KEP SALT (Cambodia); TOILES DE KORHOGO (Cote d'Ivoire); MADD DE CASAMANCE (Senegal); RIZ DE KOVIÉ (Togo); etc.



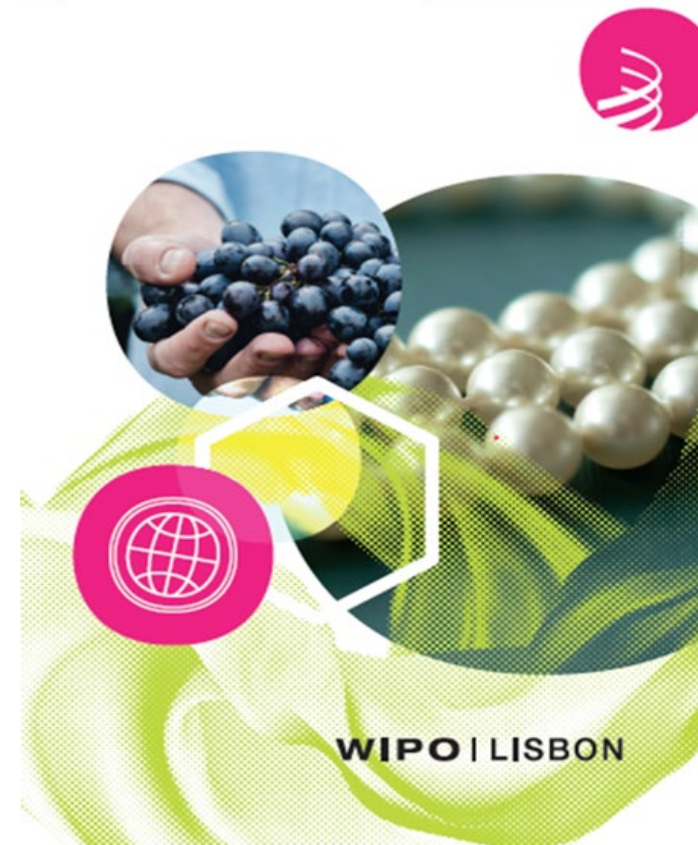
Sustainability

- **GI Assistance in the pre- and post- registration phases**
- **GIs and WIPO Green**
- **Cooperation among institutions**
(national/regional/international)
- **Multi-sectorial approach**



Lisbon System – Food for thoughts...

- **Global** interest for GIs
 - ➔ Lisbon System is expanding to **new members**
- A more **flexible** System
 - ➔ A more **complex** System
- What **business model** for Lisbon?



GIs – Food for thoughts...

■ Global interest for GIs

→ How to meet all requests and expectations?

■ GI technical assistance

→ Time, inclusivity, sustainability

→ Bottom up or top down?

→ Synergies among TA providers

→ Capacity building legal & collective management

■ Globalization/politization/innovation

→ Risk of dilution of GI concept and its protection?

■ Are GIs a “simple” IP right and/or a tool to foster sustainable development?



More information on the Lisbon System:

www.wipo.int/lisbon



alexandra.grazioli@wipo.int

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