

# Geographical Indications for Craft & Industrial Products

A comprehensive overview of Portugal's transition to the new EU framework for protecting artisanal and industrial geographical indications through 2025.





# New EU Regulation Framework

Regulation (EU) 2023/2411

Approved October 2023, extending GI protection to craft and industrial products across the European Union.

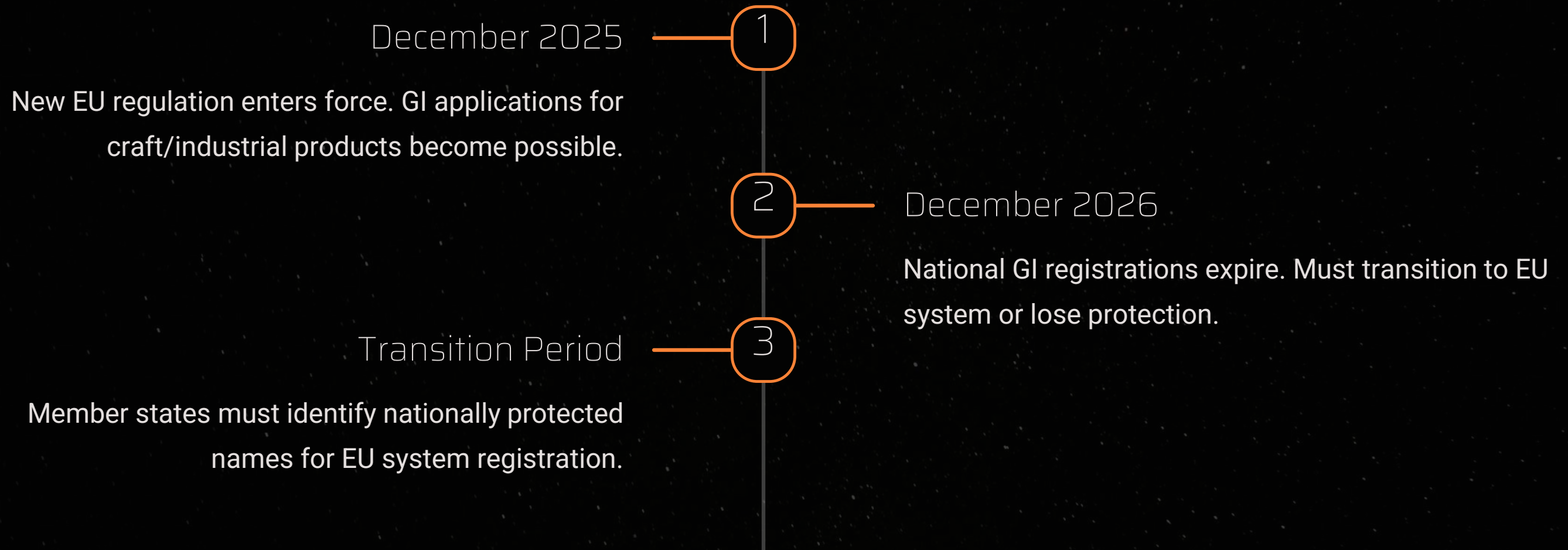
Implementation Date

Enters force 1st December 2025, enabling GI applications for artisanal and industrial products.

EUIPO Authority

European Union Intellectual Property Office becomes competent authority for EU-level GI applications.

# Critical Transition Timeline



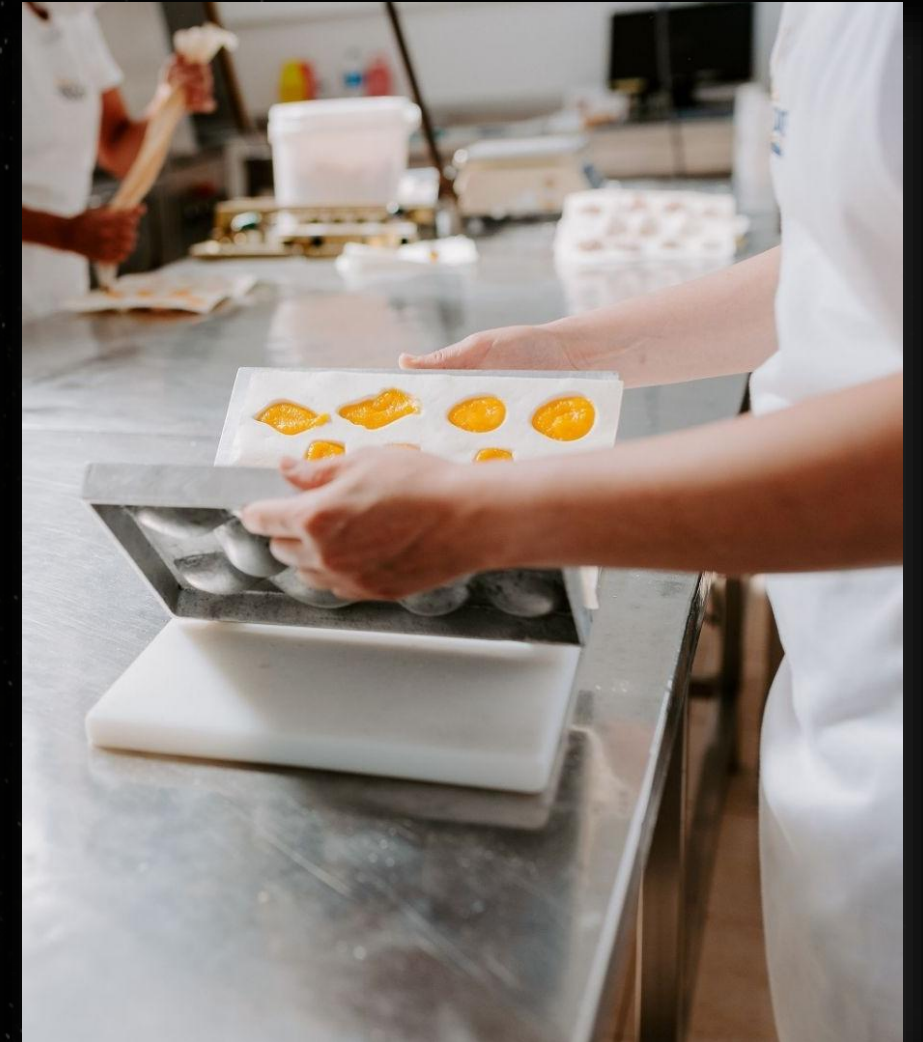
# Portugal's Current GI Landscape

## Existing Protection

Under EU quality schemes for agricultural and food products:

- Queijo Serra da Estrela DOP
- Vinho do Porto
- Ananás dos Açores DOP
- Ovos-moles de Aveiro IGP

National craft/industrial GI system exists but lacks EU-wide protection.



# Key Challenges for Portuguese Artisans

## Awareness Gap

Many artisans lack information about new procedures, benefits, costs, and requirements for EU protection.

## Technical Capacity

Need expertise for specifications, geographical delimitation, compliance requirements, and control system.

## Resource Constraints

Administrative costs and time requirements may burden small enterprises and individual artisans.

## Formalisation Challenge

Converting existing reputation into legal protection requires proving regional connection and authenticity.

# Portuguese Craft Heritage at Risk



## Textiles

Renowned embroidery traditions like Camisola Poveira need formal EU protection to preserve authenticity.



## Pottery

Traditional pottery and ceramics with regional characteristics require geographical indication status.



## Tapestries

Regional tapestries with established reputation need legal framework protection.

# Implementation Strategy



## Cooperation Protocols

Enhanced collaboration between artisan associations, intellectual property institutes, and public entities.



## Digital Infrastructure

Development of databases, online portals, and digital tools to streamline application processes.



## Awareness Campaigns

Local initiatives to inform producers about new procedures and benefits of EU protection.

# Local and National Initiatives

Local authorities champion artisan communities, ensuring traditional crafts receive proper recognition and protection under European law.

Municipalities actively promote creativity and regional identity within the new EU geographical indications framework.

National programs dedicated to positioning traditional craftsmanship as a viable, sustainable, and relevant sector.



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# Next Steps for Portuguese Producers

01

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## Prepare Applications

Ready documentation and specifications for GI applications starting December 2025.

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## Build Capacity

Develop technical expertise and cooperative structures for successful applications.

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## Transition Existing Rights

Ensure national GI registrations transfer to EU system before December 2026 deadline.

04

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## Engage Support Networks

INPI guidance and local authority assistance throughout transition process.



# Protecting Portugal's Artisan Legacy

The new EU framework offers unprecedented opportunity to safeguard Portuguese craft traditions whilst expanding market access across Europe.

2025

Applications Begin

New EU system launches

2026

Transition Deadline

National systems expire

27

EU Member States

Market protection scope



Thank you!

Teresa Pais Coelho