

Geographical Indications – Where Do We Stand Today?

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Legal System ; Sui Generis Law

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Geographical Indications Protection Act 2003

- To prevent the public from being confused or misled as to geographical origins of the goods.

Ministerial Regulation 2004
Ministerial Notification 2004
DIP Notification 2004

Qualification for GI Registration

Geographical Indication Act 2003

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- Name symbol or any other thing which is used for calling or representing a geographical origin
- The goods originating from such geographical origin
- Details of the particular quality, reputation or other characteristic of the goods is attribute to the geographical origin

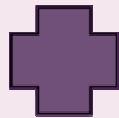
Geographical Indication



A product called by its geographical origin with specific quality, reputation, and characteristic.



Geography



Know-how

Quality

Thai GI Protection

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Goods

- **Agricultural products**
- **Industrial products**
- **Handicrafts**



Registration Procedures

Group study

- Product & Name
- History
- Linkage
- Special Characters

Draft Specification and Production Standards

- Specification
- Boundary setting

Legal Registration (DIP)

- Self Control
- Internal Control
- External Control
- Linkage Between Product & Boundary
- Verification

GI Control Mechanisms

Marketing

Marketing & Promotion

- Advertising
- Twinning



Pre-registration Activities

Workshop



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Field studies



Follow up Registration



Brainstorm for Manual



Thai GI Symbol

DIP Notification 2004

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- **Qualification GI producer must possess :**
 - ➔ Working Manual
 - ➔ Internal Control Plan to ensure compliance with the establish criteria
- **Who can use GI symbol?**
 - ➔ Producers of the goods in the geographical origin of the goods
 - ➔ Traders related to the goods

GI Registration in Thailand

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Registered GI

Thai Registered GI	Foreign Registered GI	Total Registered GI
38 products	8 products	46 products

GI Applications

Thai GI Applications	Foreign GI Applications	Total GI Applications
79 products	14 products	93 products

Numbers from year 2004 to year 2013

Thai GIs



Khao Hom Mali Thung Kula Rong Hai (Rice)



Khao Hom Mali Surin (Rice)



Trang Roast Pork



Sakon Dhavapi Haang Golden Aromatic Rice



Sangyod Maung Phatthalung Rice



Chaiya Salted Eggs



Khao Leuang Patew Chumphon (Rice)



Khao Jek Chuey Sao Hai (Rice)



Surat Thani Oyster

Thai GIs



Chiang mai Celadon (Pottery)



Lamphun Brocade Thai Silk



Mae Jaem Teen Jok Fabric



Praewa Kalasin Thai Silk



Yok Mlabri Nan



Chonnabot Mudmee Thai Silk



Ban Chiang Pottery

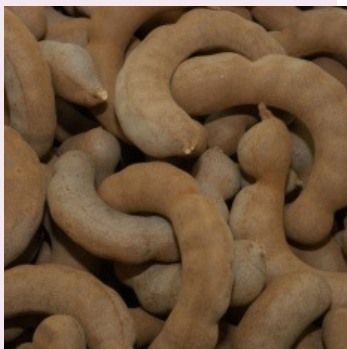
Thai GIs



Nakonchaisri Pomelo



Chainat Khaotangkwa Pomelo



Phetchabun Sweet Tamarind



Sriracha Pineapple



Phuket Pineapple



Kafe Doi Chaang (coffee)



Kafe Doi Tung (coffee)



Phurua Plateau Wine



Chiangrai Phulae Pineapple



NangLae Pineapple

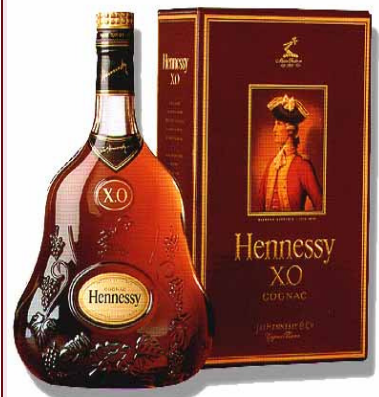
Foreign GI Products



Pisco
(Peru)



Prosciutto di
Parma (Italy)

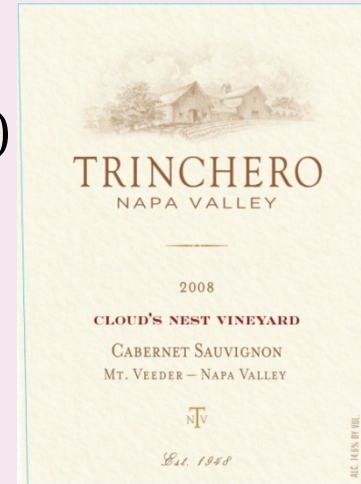


Cognac
(France)



Scotch
Whisky
(Scotland)

Brunello di
Montalcino
(Italy)



Champagne (France)



Tequila
(Mexico)

Napa Valley
(America)

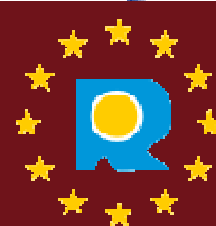


WORLD TRADE ORGANIZATION

WIPO



AGENCE FRANÇAISE DE DÉVELOPPEMENT



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VARIOUS INITIATIVE IN THE FIELD OF GI



กรมทรัพย์สินทางปัญญา
DEPARTMENT OF INTELLECTUAL PROPERTY

International Level

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- GI multilateral system for wines and spirits
- GI extension
 - to extend higher level of protection (Article 23) to other products beyond wines and spirits



- Lisbon System
 - review of Lisbon System to explore possible improvements for the Lisbon System



ASEAN Level

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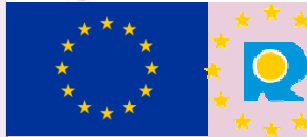
ASEAN Working Group on Intellectual Property Co-operation (AWGIPC)

- Thailand is the champion country in Geographical Indication
- ASEAN adopted the Action Plan on GI for 2012-2015



The ASEAN Project on Intellectual Property Rights (ECAPIII)

- approved by the European Union and ASEAN in 2009, has entered Phase II in December 2012
- “to further integrate ASEAN countries into the global economy and world trading system to promote economic growth and reduce poverty in the region” through intellectual property



Regional Cooperation Project on Geographical Indications

- Supported by French Development Agency (AFD) and Food and Agricultural Organization of the United Nations
- Thai, Laos, Vietnam, and Cambodia



Bilateral Cooperation

- Thailand has bilateral cooperation regarding GI with



2005, implementation plan from 2010



2013, implementation plan from 2013

- FTA negotiation with various countries has involved

issues of GI, such as, EU  , Peru  , Chile 

WIPO Product Branding Project

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- Thailand is selected as a pilot country to join WIPO Product Branding Project.
- 3 products is selected to join the project.
 - ✦ Mae Jaem Teen Jok Fabric (GI)
 - ✦ Lamphun Brocade Thai Silk (GI)
 - ✦ Bang Chao Cha Wicker





National Level Thailand's Initiative



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- 1. Promote registration of Thai GIs**
- 2. Promote recognition of GIs in Thailand**
- 3. Promote mechanisms for control and traceability system**
- 4. Support Thai GIs for overseas market**
- 5. Registration of Thai GI in foreign country**

Thailand's Initiative

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1. Promote registration of Thai GIs

- Disseminate information on GI law and registration system to local community in every province (75 provinces)
- Promote potential GI products of each province

2. Promote recognition of GIs in Thailand

- Holding exhibition in Thailand
- Distributing booklets on GI of each province
- Promote GI products on TV, radio, newspaper and magazine

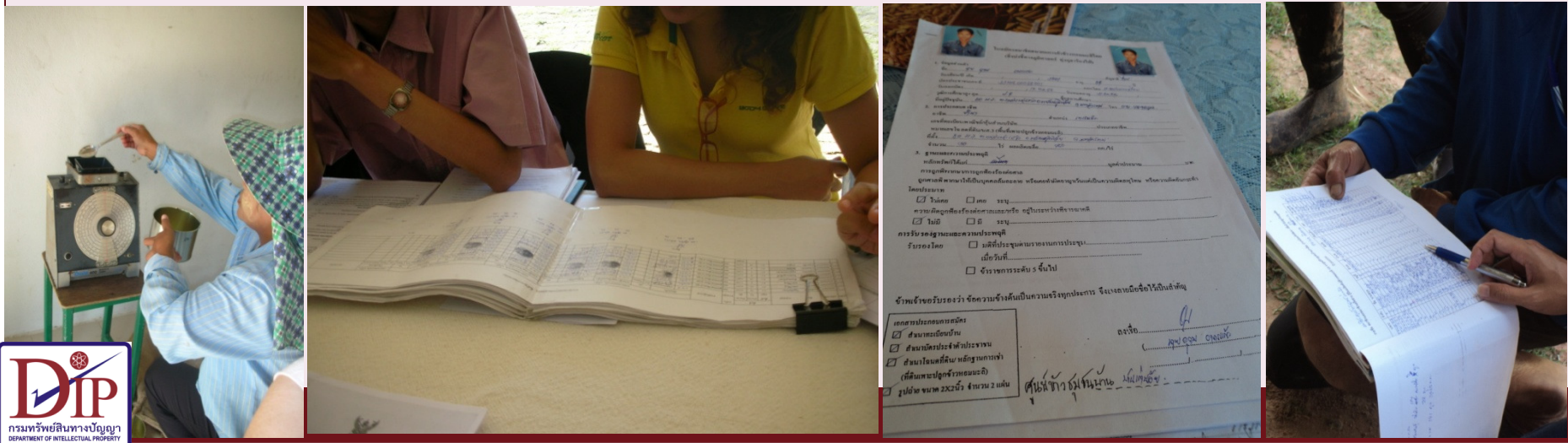


Thailand's Initiative

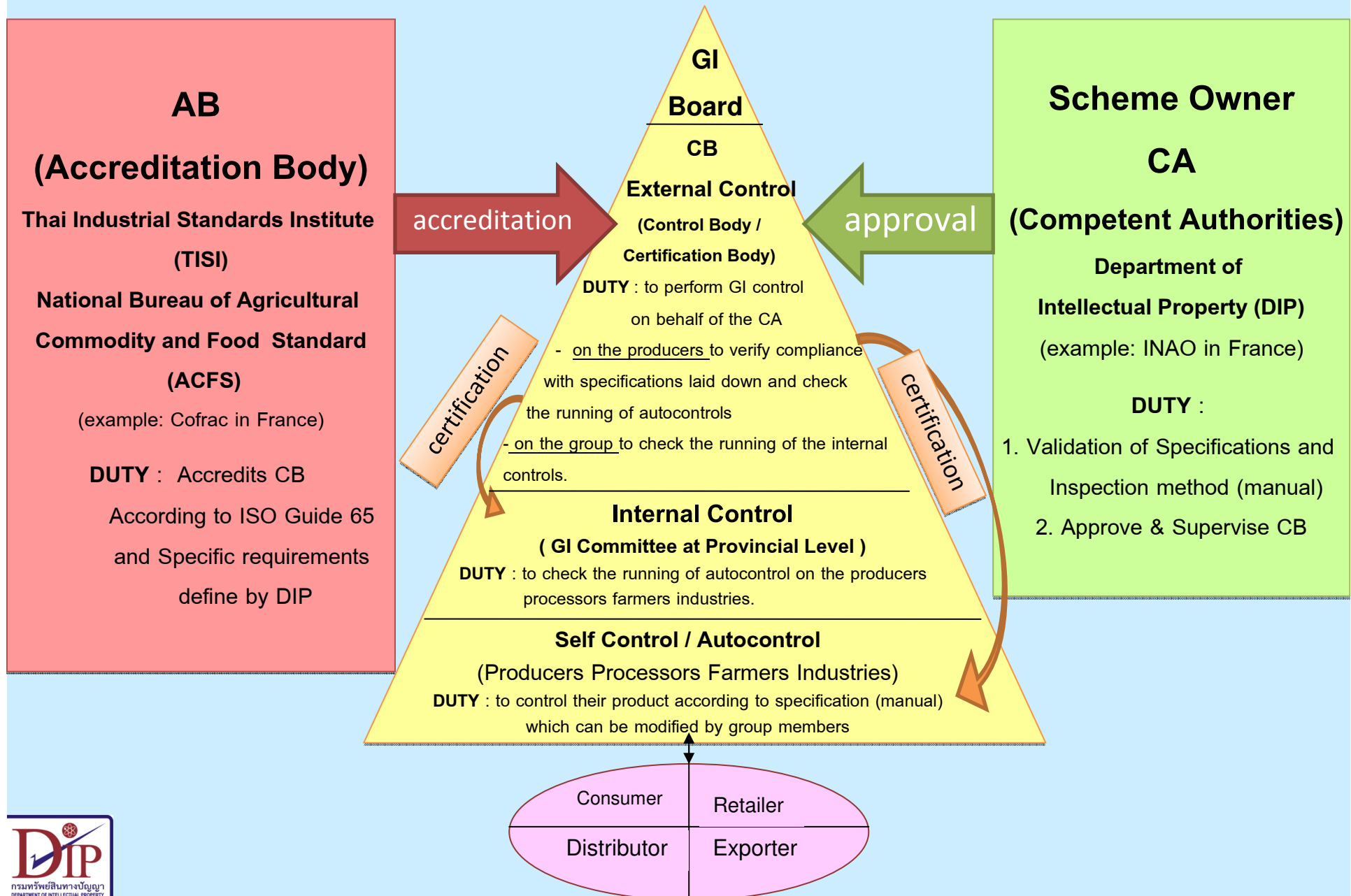
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3. Promote mechanisms for control and traceability system

- Developing the manual for producing GI products.
- Developing methods for tracing the origin of the GI products
- Developing “GI Control System of Thailand ” with responsible national authorities ; MOU between DIP and TISI + ACFS



Geographical Indication Control System of Thailand



Thailand's Initiative

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4. Support Thai GIs for overseas market

Twining products project; Champagne + Lamphun Brocade Thai Silk



Overseas Exhibition; Japan, Vietnam, Hong Kong etc.



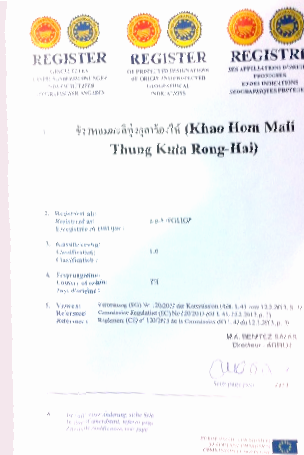


Thailand's Initiative

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5. Registration of Thai GI in foreign country

- European Union PGI Registration
 - ✦ Khao Hom Mali Thung Kula Rong-Hai (rice) :
 - ✦ applied on 20th November 2008
 - ✦ registered on 4th March 2013



Thailand's Initiative

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5. Registration of Thai GI in foreign country

- European Union PGI Registration
 - ✦ Kafee Doi Chaang (Coffee) : applied in May 2010
 - ✦ Kafee Doi Tung (Coffee) : applied in May 2010
 - ✦ Khao Sungyod Muang Phattalung (Rice) : drafting application
- Vietnam GI Registration
 - ✦ Thai- Isan Indigenous Silk Yarn : drafting application



Why Thailand has these initiatives?

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There are a lots of opportunities created when we use GI

- Add value to existing products; create niche market; moving toward blue ocean strategy
- Enhance food quality
- Create job opportunities
- Maintain traditional knowledge
- Environment-friendly
- Support other industries such as tourist industry
- Enhance networking among producers and suppliers in the supply chain



Economical Differences for Doi Chaang

COFFEE



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- Coffee Cherry Price

4.50 baht/kg → 15 baht/kg → 28-32 baht/kg
Before → Doi Chaang Start → Now

- Green Bean Price

12 USD/kg → 65 USD/kg

- Contract Farming

Coffee Contract of 5 year + 5 year + 5 year from all over the world

- Applied for GI protection in EU



Chiang Rai Phulae Pineapple



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Price Comparison Between
year 2004 (before registered as
a GI) → year 2012 (now)

➤ Price at Farm

8 baht/kg → 23 baht/kg

➤ Retail Price

35 baht/kg → 50 baht/kg

Going to be 60 baht/kg
soon

The enforcement of the protection of GI

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- The name



- The symbol



Thank you



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