



# Institutional Aspects of Geographical Indications Administration in Thailand 21/10/2015

# GI Registration in Thailand

## Registered GI

Thai Registered GI	Foreign Registered GI	Total Registered GI
61 products	11 products	72 products

## GI Applications

Thai GI Applications	Foreign GI Applications	Total GI Applications
111 products	16 products	127 products

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Statistics from 2004 to September 2015



# Thai GI Protection

GOODS



Agricultural  
products



Industrial  
products



Handicrafts



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# Thai GI Products

## Agricultural products



Nakonchaisri  
Pomelo



Sriracha  
Pineapple



Nanglae  
Pineapple



Koh Phangan  
Coconut



Thung Kula Rong-Hai  
Thai Hom Mali Rice



Sangyod Muang  
Phatthalung Rice



Kaowong Kalasin  
Sticky Rice



Khao Jek Chuey  
Sao Hai



# Thai GI Products

## Handicrafts



**Chiangmai  
Celadon**



**Lamphun  
Brocade Thai Silk**



**Mae Jaem Teen  
Jok Fabric**



**Praewa Kalasin  
Thai Silk**



**YokMlabri Nan**



**Chonnabot  
Mudmee Thai Silk**



**Ban Chiang  
Pottery**



**Bor Sang  
Umbrella**



# Thai GI Products

Agro-Industrial products



Trang Roast Pork



Chaiya Salted  
Eggs



Kanom Mor Kaeng  
Muang Petch



Namtarn Tanode  
Muang Petch



Doi Tung Coffee



Phurua Plateau  
Wine



Doi Chaang Coffee



# Foreign GI Products registered in Thailand



Cognac(France)



Pisco (Peru)



Prosciutto di  
Parma (Italy)



Scotch  
Whisky(Scotland)



Champagne  
(France)



Tequila (Mexico)



Napa Valley  
(America)



Brunello di  
Montalcino  
(Italy)



# Development of IP Registration in Thailand

## TRADEMARK

from  
Department of Commercial  
Registration



## PATENT

from  
Department of Commercial  
Registration

## COPYRIGHT

from  
Fine Arts Department  
Ministry of Education

Establishment of  
the Department of  
Intellectual Property (DIP)"  
on 3 May 1992



However, Plant Varieties Protection is the only  
Intellectual Property Registration that is under Ministry  
of Agriculture and Cooperatives.

Thailand started to develop the GI system in 2003.



# Organization Chart of the Department of Intellectual Property



Design Office

Patent Office

Trademark Office

Copyright Office

Intellectual Property Promotion and Development Office

Intellectual Property Management Office

Legal Office

Office of Prevention and Suppression of Intellectual Property Rights Violation

Office of Central Administration



Geographical  
Indication  
Division



# Geographical Indication Division



12 officers in 4 Sub- Divisions

1. GI registration

2. Establish and Develop Control System

3. Commercialization of GI Products

4. Administration





# The Role of Geographical Indication Division

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# Geographical Indication Division

3 Frameworks

1. Administer GI registration
2. Establish and Develop Control System
3. Commercialization of GI Products

2 Areas

Domestic Area

International Area



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# 3 Frameworks



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# Department of Intellectual Property's Work on GI

## Framework 1 : Administer GI registration

- > Increase number of GI applications in Thailand
- > Encourage GI registration by indicating importance of GI registration
- > Encourage the registration to Thai GIs in other countries



# Pre-registration Activities

**Workshop**



**Field Studies**



**Follow up Registration**



**Developing Control Manual**



# **Department of Intellectual Property's Work on GI**

## **Framework 2 : Establish and Develop Control System**

- > Support budget for external control under ISO 17065
- > Support budget for internal control
- > Help communities to set up internal control systems
- > Develop Thailand 's GI Control System with national authorities in charge ; MOU between DIP and TISI (Thai Industrial Standards Institute) + ACFS (National Bureau of Agricultural Commodity and Food Standards)
- > Set up Scheme Rule to increase number of Control Bodies (External Control) performing GI control in Thailand



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# Establish and Develop Control System

- Developing the manual for producing GI products.
- Developing methods for tracing the origin of the GI products



# Establish and Develop Control System

## Saraburi Province



## Samut Songkhram Province



# Scheme Rule



ประยุทธ์นิพัทธ์  
เรื่อง การรับรองมาตรฐานสิ่งของอิเล็กทรอนิกส์

เพื่อเป็นการรับรองความเชื่อมั่นและความก้าวหน้าของตนที่ได้เข้าข่ายเป็นบุคคลปฏิภาคหรือ  
หัวหน้าคณะกรรมการที่ได้เขียนเป็นไว และเพื่อให้กระบวนการเก็บสิ่นค้าเชิงทักษะมีมาตรฐานและมีคุณภาพ  
มาตรฐานสิ่งของอิเล็กทรอนิกส์ พ.ศ. ๒๕๖๘ ออกตามที่ก้าวหน้าของตนที่ได้เขียนไว ดังนี้

อาศัยอำนาจตามกฎหมายในมาตรา ๑๙ แห่งพระราชบัญญัติเรื่องเบ็ดเสร็จราชการแผ่นดิน พ.ศ. ๒๕๖๘  
ด้วยเหตุผลเดียวกันเดียวกัน จึงทรงพระกรุณาโปรดเกล้าฯ ให้ตราพระราชบัญญัตินี้ไว้เป็นปี พ.ศ. ๒๕๖๘ เพื่อให้การดำเนินการตาม  
พระราชบัญญัตินี้ดูแลของสิ่งของอิเล็กทรอนิกส์ พ.ศ. ๒๕๖๘ ให้ดีและถูกต้องและเป็นไปตามแผน กองบริหารกิจกรรม  
ทางบัญชิดของหน่วยงานได้ ดังต่อไปนี้

๑. การรับรองมาตรฐานสิ่งของอิเล็กทรอนิกส์ ให้เป็นไปตามหลักเกณฑ์ที่ตั้งรายละเอียดแก้ไข  
ประการดังนี้

๒. การรับรองมาตรฐานสิ่งของอิเล็กทรอนิกส์ ให้เป็นไปตามหลักเกณฑ์ที่ตั้งรายละเอียดแก้ไข  
โดยไม่กระทบต่อสิทธิของผู้ผลิต หรือผู้ประกอบการด้านสิ่งของอิเล็กทรอนิกส์ ใดๆ ก็ตาม

ทั้งนี้ ตั้งแต่วันนี้เป็นต้นไป

ประยุทธ์ ณ รัชท์ ๗๙ วิจิตร์ ๒๕๖๘

ภูมิ ปฏ.  
(นายภูมิ ใจคำสันติ)  
อธิบดีกรมทรัพย์สินทางปัญญา



-“Scheme Rule”  
announced on 3 June  
2015  
- Currently, the  
Accreditation Body  
is preparing a system  
for accrediting  
Control Bodies

สำนักงานทรัพย์สินทางปัญญา  
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# **Department of Intellectual Property's Work on GI**

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## **Framework 3 : Commercialization of GI Products**

- > Create market opportunities for GI Producers
- > Increase awareness of GIs in Thailand
- > Help GI producers to develop their products to match with market's needs

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# Commercialization of GI Products

## Worldwide Symposium on Geographical Indication 2013



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# Commercialization of GI Products

ThaiFex 2014 (International Food Fair)



# Commercialization of GI Products

## Market Place for GI Products “GI Market”



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# Commercialization of GI Products

Increase awareness of GIs in Thailand

The collage consists of four magazine spreads from DICHAN 2015, each featuring a map of Thailand with highlighted regions and various GI products.

- Top Left (Northeast Thailand):** Features a woman in traditional Northeastern Thai clothing. The map highlights Isaan and includes sections on:
  - Changwat Udon Thani: Chaiyaphum
  - Changwat Nakhon Ratchasima: Nakhon Ratchasima
  - Changwat Kalasin: Kalasin
  - Changwat Lopburi: Lopburi
  - Changwat Nakhon Si Thammarat: Nakhon Si Thammarat
  - Changwat Surin: Surin
  - Changwat Ubon Ratchathani: Ubon Ratchathani
  - Changwat Maha Sarakham: Maha Sarakham
  - Changwat Mukdahan: Mukdahan
  - Changwat Nong Khai: Nong Khai
  - Changwat Roi Et: Roi Et
  - Changwat Sa Kaeo: Sa Kaeo
- Top Right (Southern Thailand):** Features a map of Southern Thailand. The section on "Proud to be THAI SOUTHERN THAILAND" highlights:
  - Changwat Phang Nga: Phang Nga
  - Changwat Phuket: Phuket
  - Changwat Krabi: Krabi
  - Changwat Trang: Trang
  - Changwat Narathiwat: Narathiwat
  - Changwat Yala: Yala
  - Changwat Songkhla: Songkhla
- Bottom Left (Northeast Thailand):** Features a map of Northeast Thailand. The section on "PROUD TO BE THAI NORTHEAST THAILAND" highlights:
  - Changwat Chaiyaphum: Chaiyaphum
  - Changwat Nakhon Phanom: Nakhon Phanom
  - Changwat Loei: Loei
  - Changwat Phitsanulok: Phitsanulok
  - Changwat Udon Thani: Udon Thani
  - Changwat Nakhon Ratchasima: Nakhon Ratchasima
  - Changwat Kalasin: Kalasin
  - Changwat Lopburi: Lopburi
  - Changwat Nakhon Si Thammarat: Nakhon Si Thammarat
  - Changwat Nakhon Phanom: Nakhon Phanom
  - Changwat Nong Khai: Nong Khai
  - Changwat Roi Et: Roi Et
  - Changwat Sa Kaeo: Sa Kaeo
- Bottom Right (Central and Eastern Thailand):** Features a map of Central and Eastern Thailand. The section on "PROUD TO BE THAI CENTRAL AND EASTERN THAILAND" highlights:
  - Changwat Nakhon Pathom: Nakhon Pathom
  - Changwat Ratchaburi: Ratchaburi
  - Changwat Samut Sakhon: Samut Sakhon
  - Changwat Samut Prakan: Samut Prakan
  - Changwat Nonthaburi: Nonthaburi
  - Changwat Bangkok: Bangkok
  - Changwat Chonburi: Chonburi
  - Changwat Prachuap Khiri Khan: Prachuap Khiri Khan
  - Changwat Suphan Buri: Suphan Buri
  - Changwat Ayutthaya: Ayutthaya
  - Changwat Phetchaburi: Phetchaburi
  - Changwat Phra Nakhon Si Ayutthaya: Phra Nakhon Si Ayutthaya
  - Changwat Nakhon Nayok: Nakhon Nayok
  - Changwat Nakhon Ratchasima: Nakhon Ratchasima
  - Changwat Udon Thani: Udon Thani
  - Changwat Lopburi: Lopburi
  - Changwat Nakhon Si Thammarat: Nakhon Si Thammarat
  - Changwat Nakhon Phanom: Nakhon Phanom
  - Changwat Nong Khai: Nong Khai
  - Changwat Roi Et: Roi Et
  - Changwat Sa Kaeo: Sa Kaeo

Publication in Thailand's popular lifestyle and fashion Magazine : DICHAN 2015



# Commercialization of GI Products

Assist in the development of GI Products



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# Commercialization of GI Products

Increase International awareness of Thai GIs



Twinning products project;  
Champagne + Lamphun Brocade Thai  
Silk



# 2 Areas



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# **Department of Intellectual Property's Work on GI**

## **Area 1 : Domestic Area**

- > **Collaborate with other Government Organizations to develop GI System in Thailand, namely:**
  - Rice Department
  - Queen Sirikit Department of Sericulture (Silk Department)
  - Biodiversity – Based Economy Development Office (BEDO)
  - The National Bureau of Agricultural Commodity and Food Standards (ACFS)
  - Thai Industrial Standards Institute (TISI)



# **Department of Intellectual Property's Work on GI**

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## **Area 2 : International Area**

**> Collaborate with ASEAN countries to exchange GI information to further develop GI system in Thailand**

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# Thai GI registration overseas

## Europe

- Khao Hom Mali Thung Kula Rong-Hai: (Rice)  
Registered as GI in the EU on 4th March 2013



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# Thai GI registration overseas

## Europe

- Kafae Doi Tung (Coffee):
- Kafae Doi Chaang (Coffee):

Registered as GIs in the EU on 3rd August 2015.



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# Thai GI registration overseas

## Europe

- Khao Sang Yod Muang Phatthalung (Rice):

Submitted the application to the EU on 27th May 2013 for registration and now under examination process



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# Thai GI registration overseas

## Vietnam

### Isan Indigenous Thai Silk Yarn:

- Registered as GI in Vietnam on 18<sup>th</sup> September 2014
- The first handicraft GI product from Thailand to register as GI internationally



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# Geographical Indications System in Thailand

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SINCE 2003



# **Development of the GI Sui Generis System:**

## **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**



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# Thai GI Protection

GOODS



Agricultural  
products



Industrial  
products

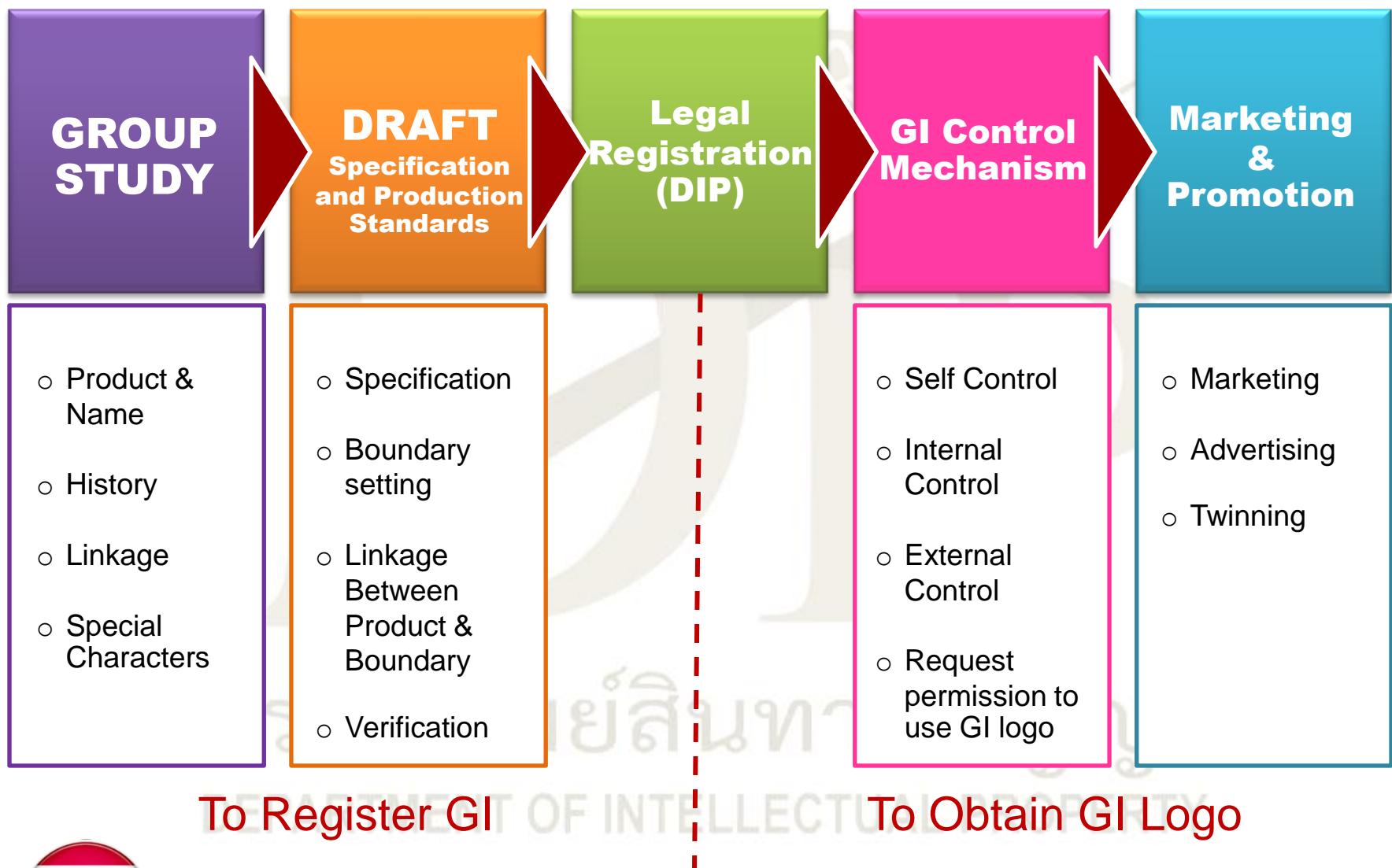


Handicrafts



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# GI Process



# Geographical Indication Control System of Thailand

AB

(Accreditation Body)

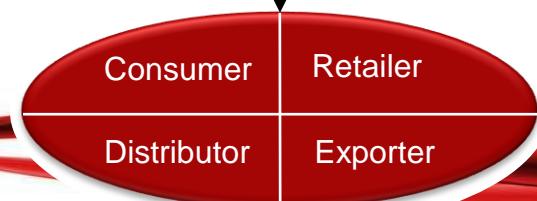
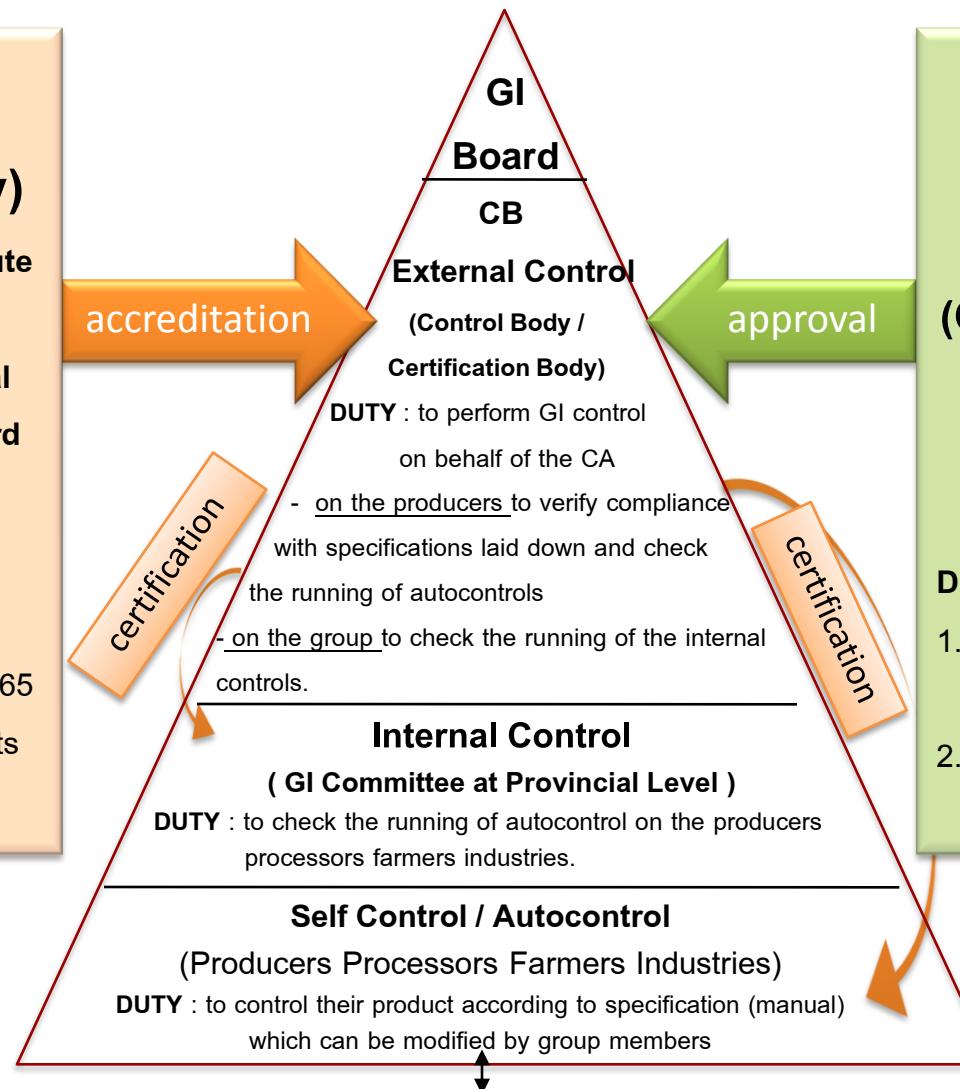
Thai Industrial Standards Institute

(TISI)

National Bureau of Agricultural  
Commodity and Food Standard  
(ACFS)

(example: Cofrac in France)

DUTY : Accredits CB  
According to ISO Guide 65  
and Specific requirements  
define by DIP



Scheme Owner

CA

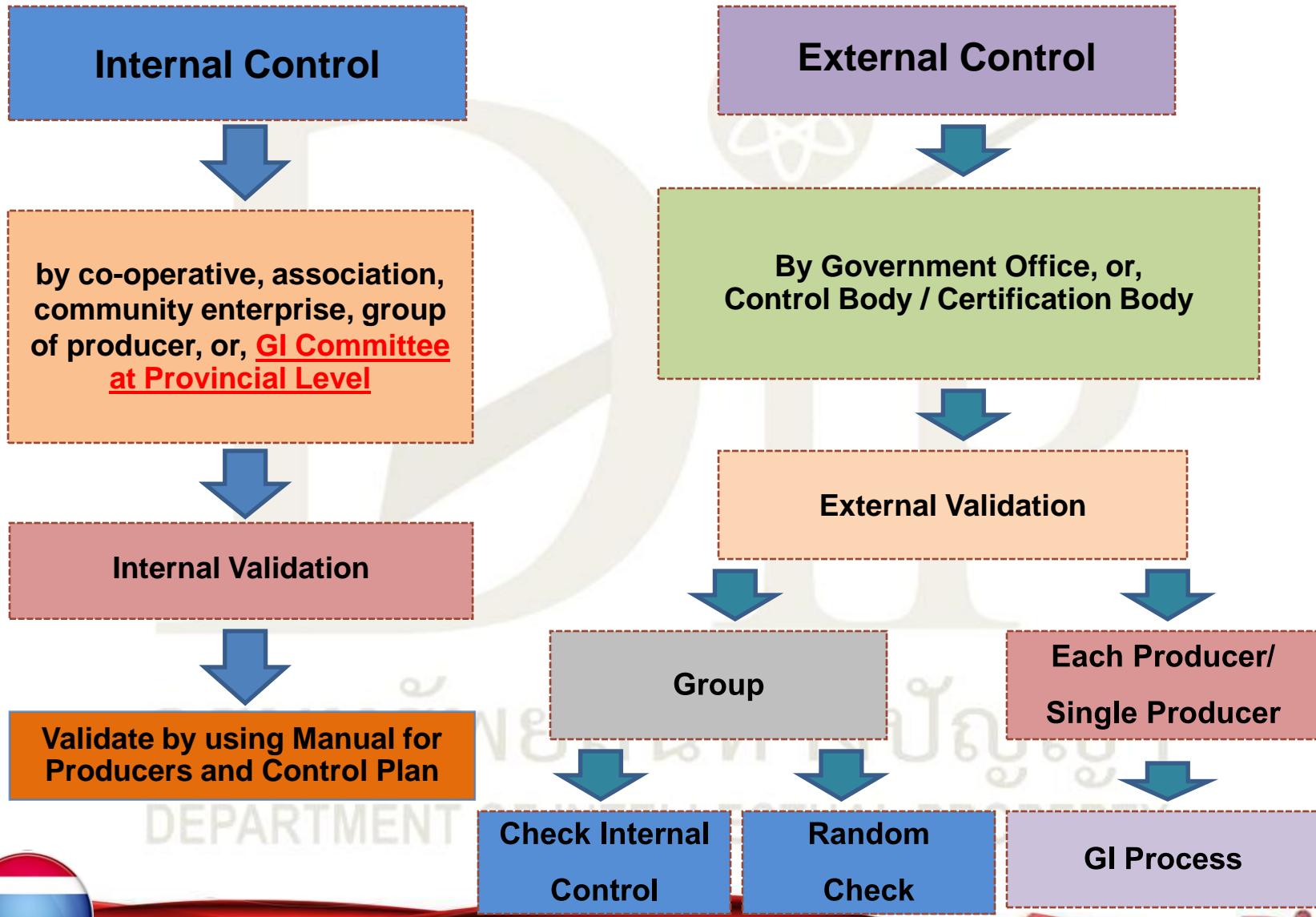
(Competent Authorities)

Department of  
Intellectual Property (DIP)  
(example: INAO in France)

DUTY :

1. Validation of Specifications and  
Inspection method (manual)
2. Approve & Supervise CB

# Control System



# **Process to acquire Permission to use Thai GI logo**

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1. To be a GI producer or a Group of GI producer
2. To have a Manual for Producer and Control Plan
3. Summary information of the GI stakeholders who want to use GI logo
4. To set up GI Committee at Provincial Level to carry out Internal Validation, or, to hire Control Body to do External Control Validation
5. Summary information of GI stakeholders who pass Validation
6. To submit Validation to Department of Intellectual Property
7. To review Validation and authorize permission to use Thai GI logo by Department of Intellectual Property
8. To send Thai GI logo certificate to GI stakeholders who pass validation process (valid 2 years)





# Challenges

- Speed up GI Registration Process
- One Province One GI
- Commercialization of GI Products

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# Speed up GI Registration Process



- Currently Thai GI Registration process takes between 7 months - over 8 years
- Target : 7 Months



# Challenges



## One Province One GI

Motivate all provinces in Thailand to have at least 1 GI registration per Province

Currently, 23 provinces do not yet have GI Registration

Target Year : 2017.

Numbers from year 2004 to year 2015 (September)



# Commercialization of GI Product



Thailand aims to Commercialize GI Products grouping in 4 categories.

1. Domestic and Export Market
2. Domestic Market
3. Niche Market
4. Niche Folk Wisdom



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# THANK YOU

Department of Intellectual Property

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