

WORLDWIDE SYMPOSIUM ON GEOGRAPHICAL INDICATIONS

Branding Strategies for Origin-Based Products

“ Case of Kampot pepper”

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1. General information about GI in Cambodia

- Law on “Geographical Indications” promulgated on 20th January 2014 (There are 17 chapters and 41 articles)
- Ministerial Regulation on Implementation of GI Law “ GI Regulation” on 29 December 2016
- Final draft Sub-decree on “GI Board”
- Two GI products such as “Kampot pepper” and “Kampong Speu palm sugar” have been registered by the Ministry of Commerce since 02nd April 2010 as GI product in Cambodia
- Kampot pepper and Kampong Speu palm sugar is registered in Vietnam on 28 December 2016
- **Kampot pepper and Kampong Speu palm sugar is registered in Thailand on 17 March 2017**
- Kampot pepper has been registered as GI product in Europe (18 Feb 2016) with support of ECAP III Project
- Kampong Speu palm sugar is on the process of registration in Europe with support of FAO-AFD regional project



Celebrating the EU Registration of the Geographical Indication for Kampot pepper (1st November 2016)

- Kampot pepper EU PGI award ceremony
- Awards to Cambodia Asia GI Ambassadors
- Demonstration cuisine with Cambodian and European GI products






Remark:

- Date of Submission: 06 October 2014
- Date of Publication: 13-08-2015
- Date of Registration: 18-02-2016





PROOF OF ENTRY IN THE REGISTER OF PROTECTED DESIGNATIONS OF ORIGIN AND PROTECTED GEOGRAPHICAL INDICATIONS

1. **ក្រុមចំណាត់ (Mrech Kampot) / Poivre de Kampot**

2. Registered as:	PGI
3. Classification:	1.8
4. Country of Origin:	KH
5. Reference:	Commission Regulation (EC) No 2016/222 (OJ L 41, 18.02.2016, p. 1)

We congratulate you on the registration of this denomination as a Protected Geographical Indication (PGI) which reserves the use of the denomination to producers located within the geographical area who meet the conditions defined in the specifications.

In accordance with Article 12 of Regulation (EU) 1151/2012 any operator marketing a product conforming to the above mentioned specifications may use the protected geographical indication or protected designation of origin and use references and symbols of the European Union and associated labels.

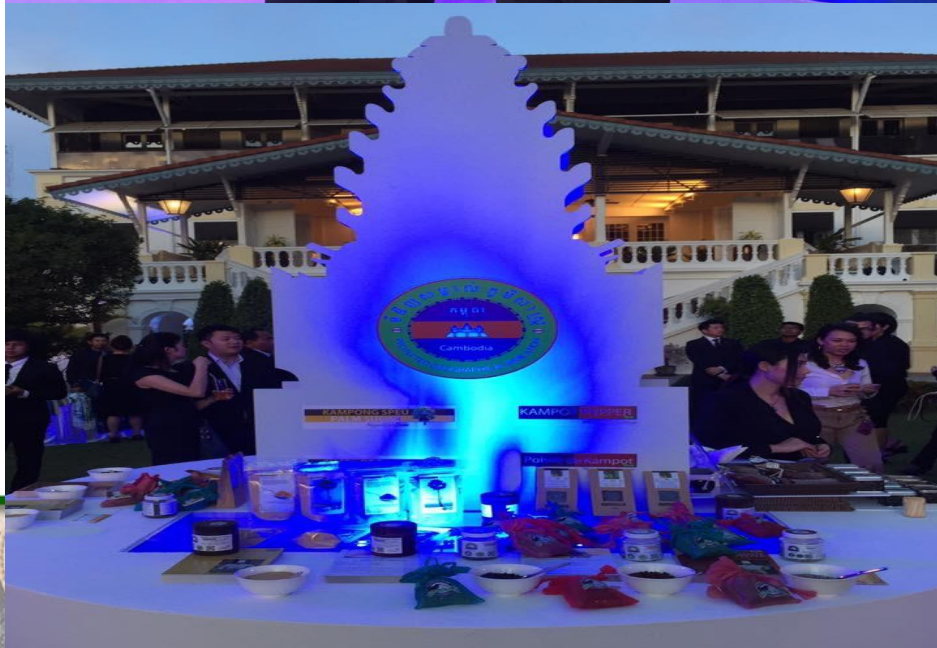
EUROPEAN-COMMISSION 



Celebrating the EU Registration of the Geographical Indication for Kampot pepper (1st November 2016)



Celebrating DIP-Thailand Registration of the Geographical Indication for Kampot pepper & Kampong Speu Palm Sugar



2. Five Pillars for GI Registration and protection

A **BOOK of SPECIFICATION**

which describe the good and the production methods. The GI name shall be used only for goods produced in compliance with these specifications

A "**GI ORGANIZATION**", generally an inter-professional organization which bring together producers, operators and traders of the product

A **DELIMITATION**

of the production area. The GI name shall be used only by producers and operators within the delimited area

The diagram features a central blue oval labeled "GEOGRAPHICAL INDICATION PRODUCT". Five white arrows with black outlines point towards this central oval from the top, bottom, left, and right. Each arrow originates from a text block that describes one of the five pillars of GI protection. The background consists of a light green field with a faint watermark of a circular logo containing the text "GEOGRAPHICAL INDICATION PRODUCT".

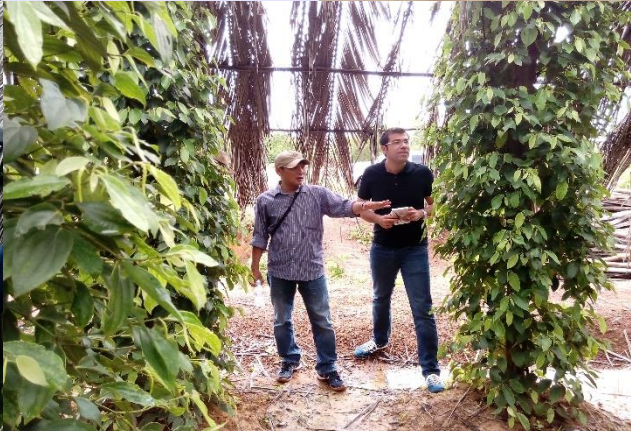
GEOGRAPHICAL
INDICATION PRODUCT

A **CONTROL and TRACEABILITY system** which guarantee that all the goods sold with the GI names have been produced within the delimited area and according to the Book of Specifications

A **PROVEN LINK**


between the specificity of the good and its origin, based on natural, geographical, historical or human factors.

3. Registration and protection process of Kampot pepper in EU



- Mr. Aitor Pomares Caballero, EU GI expert to Cambodia from 21 to 26 July 2014 were to meet and discuss with DIP Management level about existing GI rules and procedures for registration of Kampot Pepper and also about the current situation of Kampot Pepper in particular the production chain as stated in Book of Specification such as internal and external control, logo, packaging. ect.
- Mr. Aitor Pomares Caballero also had a field visit and directly met with KPPA Executive Committee, Board Director and producers.





Upon the field visit and discussion, Mr. Aitor Pomares Caballero had conclude the following things:

A. After carefully check all the relevant documents and field visit, Kampot Pepper has the potential and feasibility to be registered as PGI in EU.

B. After looking carefully on the Book of Specification of Kampot Pepper, there are a lot of evidences proved the link of Kampot Pepper with the environment, geographical, human and natural factors. These factors play very vital role in achieving the registration as PGI or PDO.

C. Mr. Aitor Pomares Caballero will draft new Book of Specification in comply with the EU rules and regulations and any other technical detail with DIP. After these things being done, Mr. Aitor Pomares Caballero will prepare the application for GI in EU.



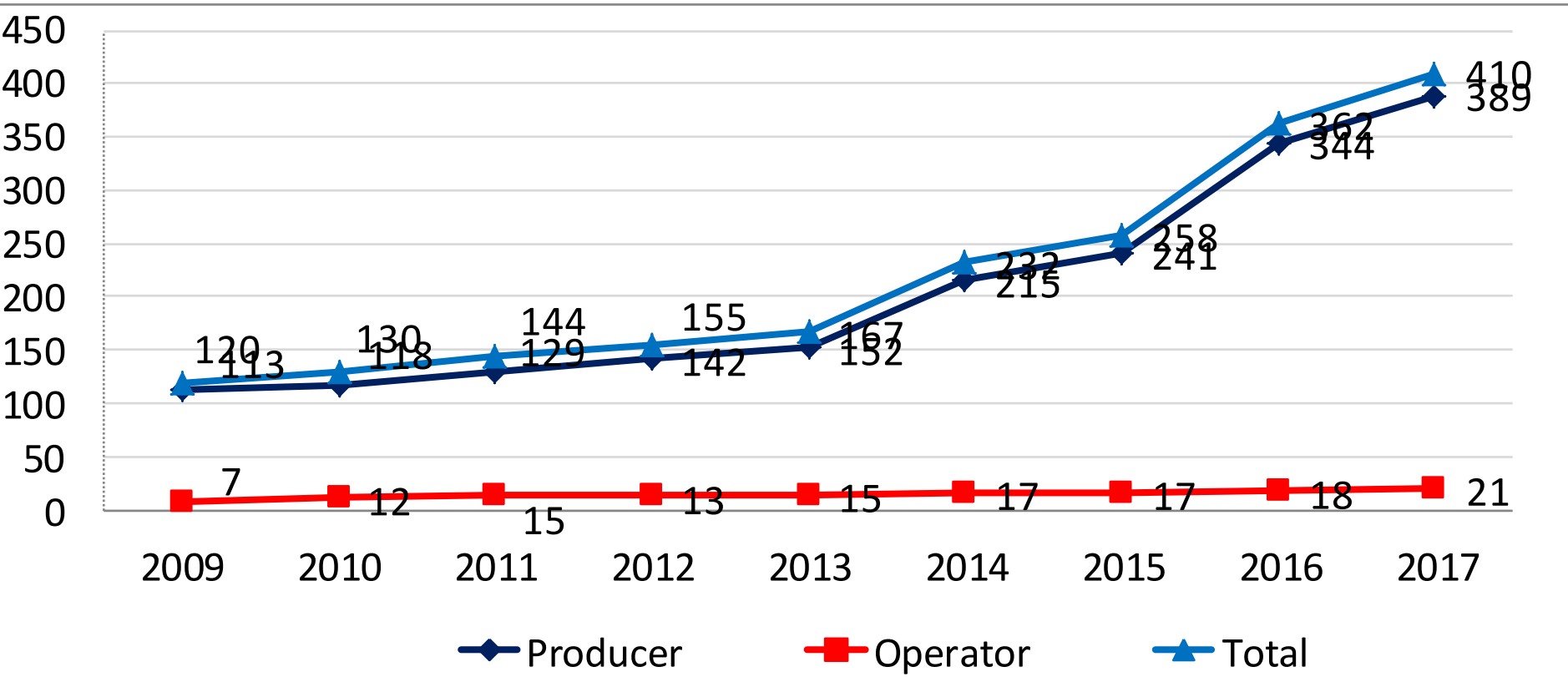


4. Case of Kampot pepper



Sustainable Rural Development

Members of KPPA from 2009-2016

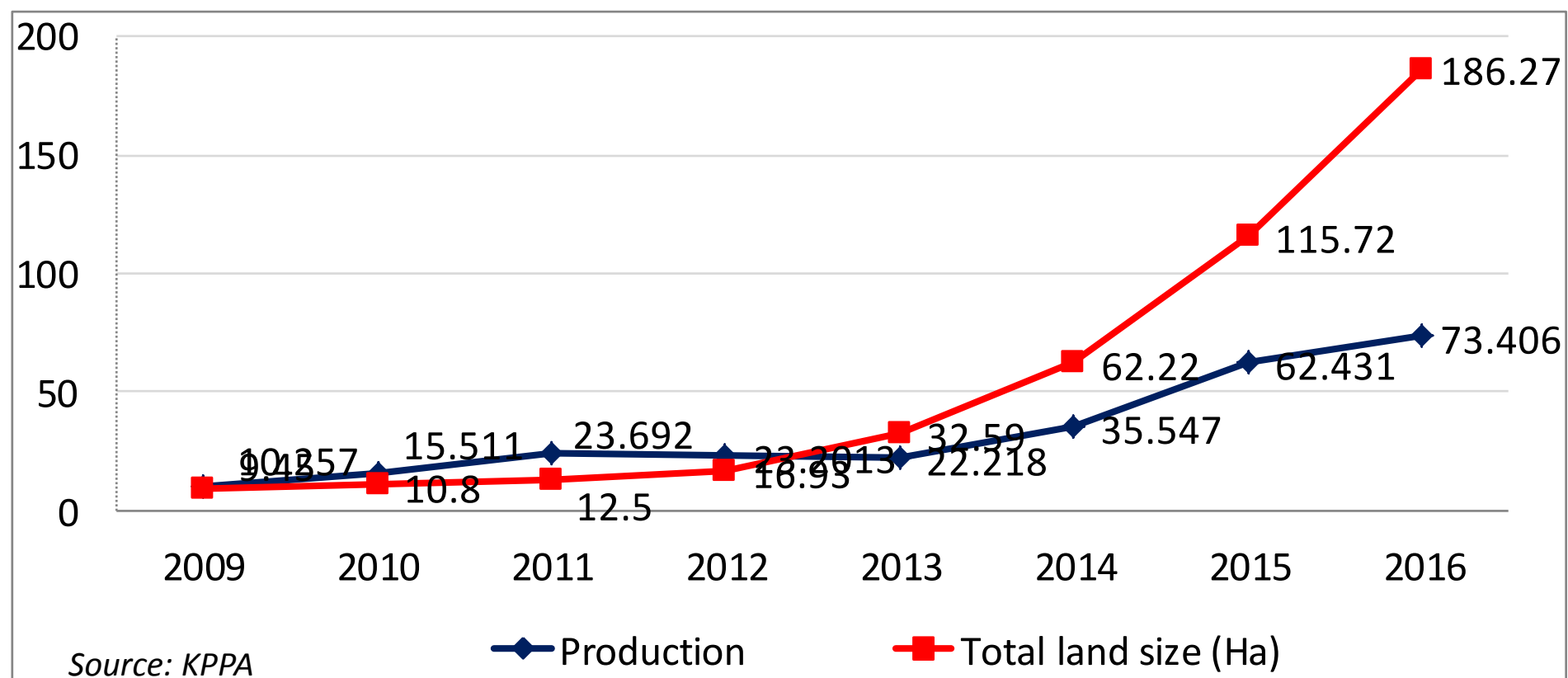


Source: KPPA



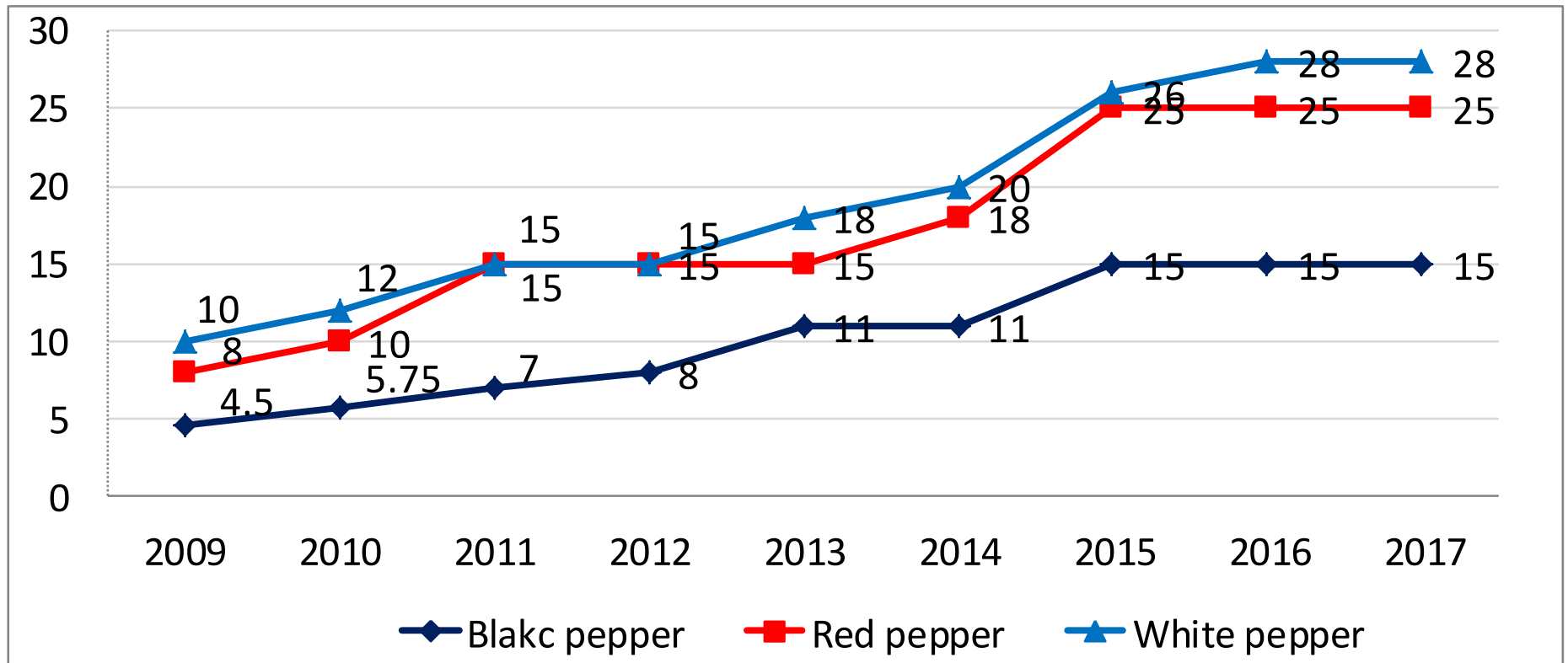
Sustainable Rural Development

Production of Kampot pepper in 2009-2016



Economic (value added)

Price of Kampot pepper from 2009-2017



Source: KPPA

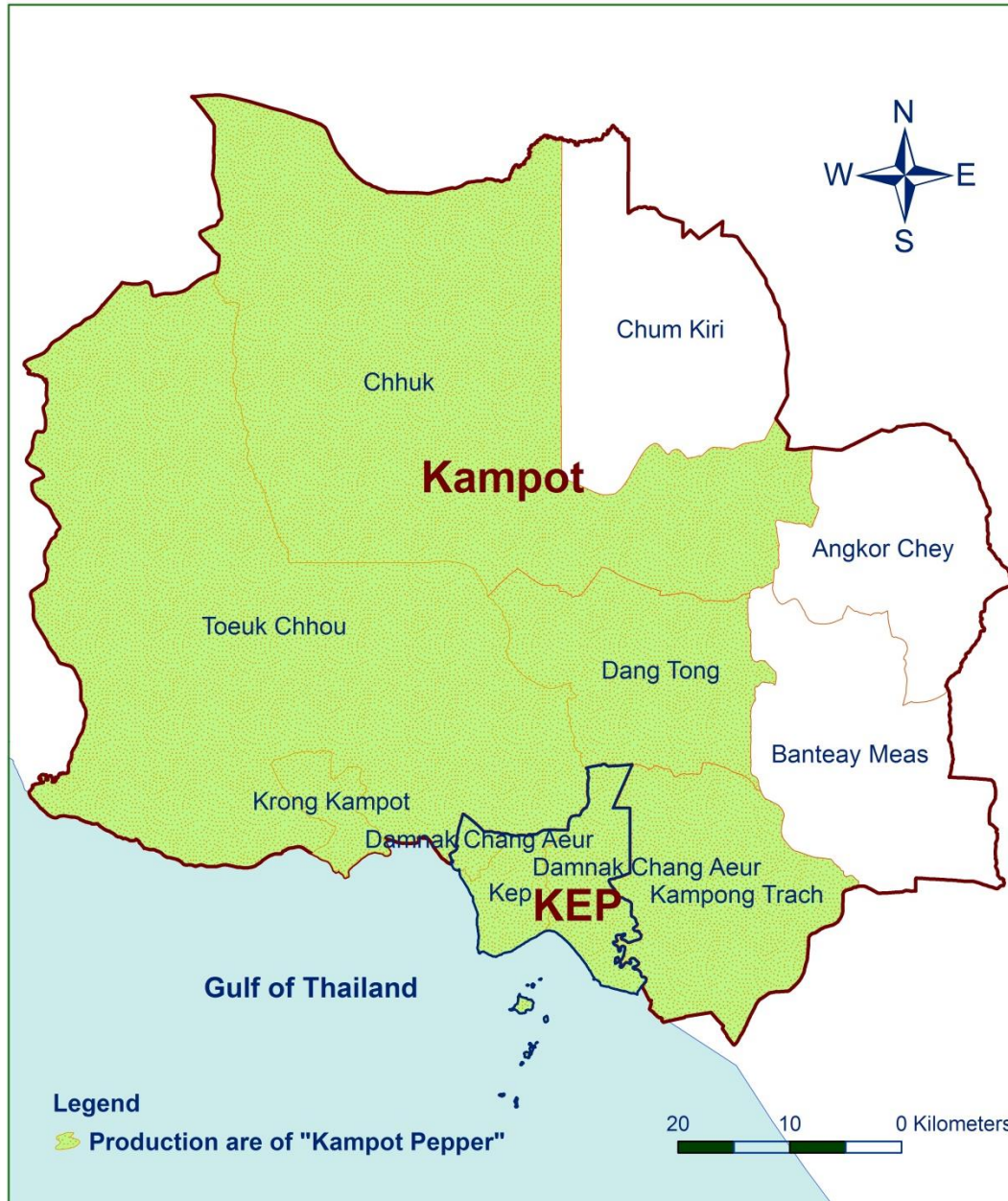


Protection of Kampot pepper after registration

(Cases of infringement on the name of Kampot pepper)

No.	Name	Date	Remarks
1	Carrefour – France	2008	Solved
2	LY PISEY – Cambodia	2010	2 warning letters sent and then with intervention of MoC (Solved)
3	Sofitel Angkor – Cambodia	2010	As they did not know well about registration of Kampot pepper as GI product at the beginning, fake Kampot pepper sold in this hotel and now only real products sold (Solved)
4	Coyaba International – Cambodia	2010	Solved
5	Bayon Market – Cambodia	2011	Solved and now selling real Kampot pepper
6	Bodia Nature - Cambodia	2011	Solved and now member of KPPA
7	Silk and Pepper - Cambodia	2011	Solved
8	KIM LY - Cambodia	2011	Solved
9	HEANG KHEANG – Cambodia	2012	Cancellation of membership from KPPA (Solved)
10	Siem Reap local shops	2016	Solved
11	Kep local shops	2016	Solved
.....

PRODUCTION AREA OF "KAMPOT PEPPER"













ព្រះរាជាណាចក្រកម្ពុជា
KINGDOM OF CAMBODIA
ជាតិ សាសនា ព្រះមហាក្សត្រ
Nation Religion King
នាយកដ្ឋានកម្មសិទ្ធិបញ្ញា
DEPARTMENT OF INTELLECTUAL PROPERTY RIGHTS

កាលបរិច្ឆេទចុះបញ្ជី
 Date Registered: **02 APR 2010**

លេខចុះបញ្ជី
 Registration No: KH/GI/00001/10

បញ្ជីដើម
PRINCIPAL REGISTER
ឃ័កសម្គាល់ភូមិសាស្ត្រពិសេស
(GEOGRAPHICAL INDICATION)

ឈ្មោះឃ័កសម្គាល់ភូមិសាស្ត្រពិសេស: **ប្រូម៉ាត់កំពត**
 Geographical Indication Name: **Kampot Pepper**

លេខដាក់ពាក្យ
 Application No: KH/GI/00001/09

កាលបរិច្ឆេទដាក់ពាក្យ
 Filing Date: 21-10-2009

ជំពូក: **៣០**
 Class/Goods: 30-Pepper

អ្នកស្នើសុំ: **សហគមន៍លើកម្ពុជាប្រូម៉ាត់កំពត**
 Applicant: **Kampot Pepper Promotion Association**

អាសយដ្ឋាន: **ភូមិអង្គជ័យ១ ឃុំជំណាក់កន្ទួតចារេន្ទ្រ ខេត្តកំពត**
 Address: **Angkor Chey I Village, Damnak Kantuck Khang Tbaung Commune, Kampong Trach District, Kampong Province**

ចុះបញ្ជីសម្រាប់រយៈពេល **១០ (ដប់) ឆ្នាំ** ចាប់ពី **២១-១០-២០០៩** ដល់ **២១-១០-២០១៩**
 Registered for a term of **10 (ten) years** from **21-10-2009** to **21-10-2019**

អ្នកពិនិត្យ: **YAR ROTH SAN**
 Examiner: **YAR ROTH SAN**

ភ្នាក់ងារសម្រាប់ទំនាក់ទំនង: **ភូមិអង្គជ័យ១ ឃុំជំណាក់កន្ទួតចារេន្ទ្រ ខេត្តកំពត**
 Agent for service: **Angkor Chey I Village, Damnak Kantuck Khang Tbaung Commune, Kampong Trach District, Kampong Province**

ដើម្បីជាសាក្សី ខ្ញុំសូមចុះហត្ថលេខា និង ប្រថាប់ប្រាកដប្រាកដជាលើក្នុងក្រុមប្រឹក្សា
 In witness whereof, I have hereunto affixed my hand and the stamp of the Ministry of Commerce today

វិញ្ញាបនបត្រជាតិទំនិញសម្គាល់ភូមិសាស្ត្រ
National Geographical Indication Logo




CHAM PRASIDH

D/TPRs MoC Registration No. KH/GI/00001/10 Page 1 of 6

5. Conclusion

GI development has positive impacts on local economic development

- ❖ Increase the price of goods/products
- ❖ Have impact on identify and image of territory (Tourist)
- ❖ Help to increase quantity and improve quality of products
- ❖ Help developing structure of product value chain (GI association is an Inter-professional Association)





Many thanks for your kind attention!

