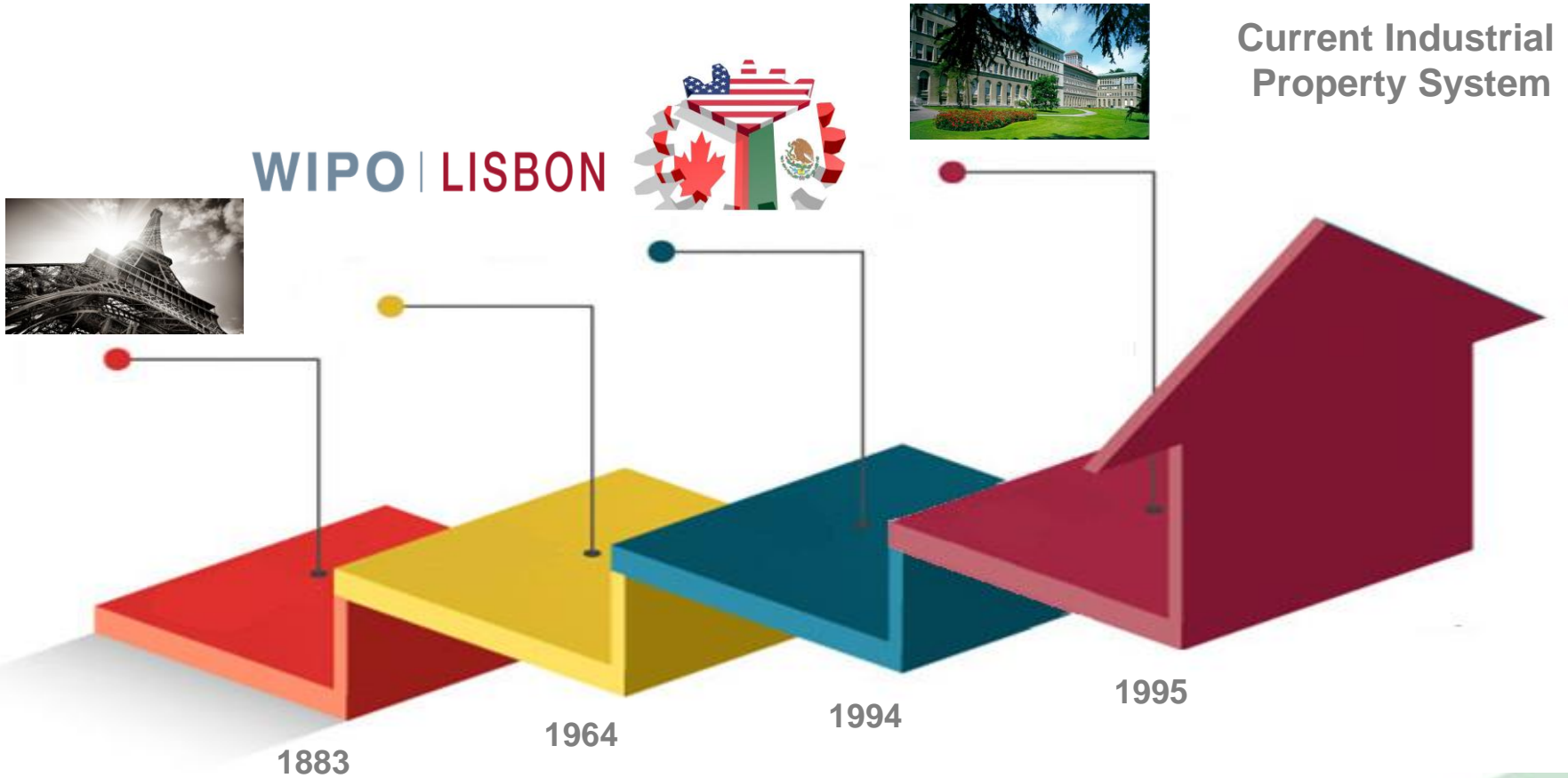


“GEOGRAPHICAL INDICATIONS: CHALLENGES AND OPPORTUNITIES”

Miguel Ángel Margáin
Director General

June, 2017

Mexican History of GI and AO



Mexican Industrial Property Law

Protection

- Appellations of Origin (AOs)

Not
Considered

- Geographical Indications (GIs)

“Proposal to amend the Mexican Industrial Property Law”

- 1 The process for granting protection of AO is strengthened.
- 2 The figure of the GI is included, with a similar regulation to the AO.
- 3 A “*Management Entity*” is created, focused on safeguarding AO and GI.
- 4 The recognition in the national territory of foreign AO and GI is established.
- 5 The process to the declaration of protection of GI and AO is strengthened.
- 6 The infringements related to geographical indications are included.

Opportunities for GI and AO



Stimulate local investment

Economies of scale

Consumer protection

Preserve cultural traditions and resources



APPELLATIONS OF ORIGIN IN MEXICO ARE MORE THAN TEQUILA

PROTECTION IS NOT ENOUGH.

EXPLOITATION AND
COMMERCIALIZATION IS REQUIRED

ADVOCACY AND PROMOTION ACTIVITIES
TO:

1. INCREASE UNDERSTANDING
2. RAISE KNOWLEDGE
3. ENCOURAGE THEIR CONSUMPTION



AO PRODUCT TWINNING



AO and GI promotion

Authorities involved

- Industrial Property Offices
- Regulatory
- Touristic
- Folklore
- Culture
- *(Private sector)*

Benefits

- Touristic and cultural developments
- Build and strengthen identity
- Consumer's knowledge and understanding

Challenges for GI and AO International Context

Recognition

- Prior rights
- Generic character
- Homonymous GI or AO

Legal Framework

- Trademark system
- GI and AO system
- *sui generis* system

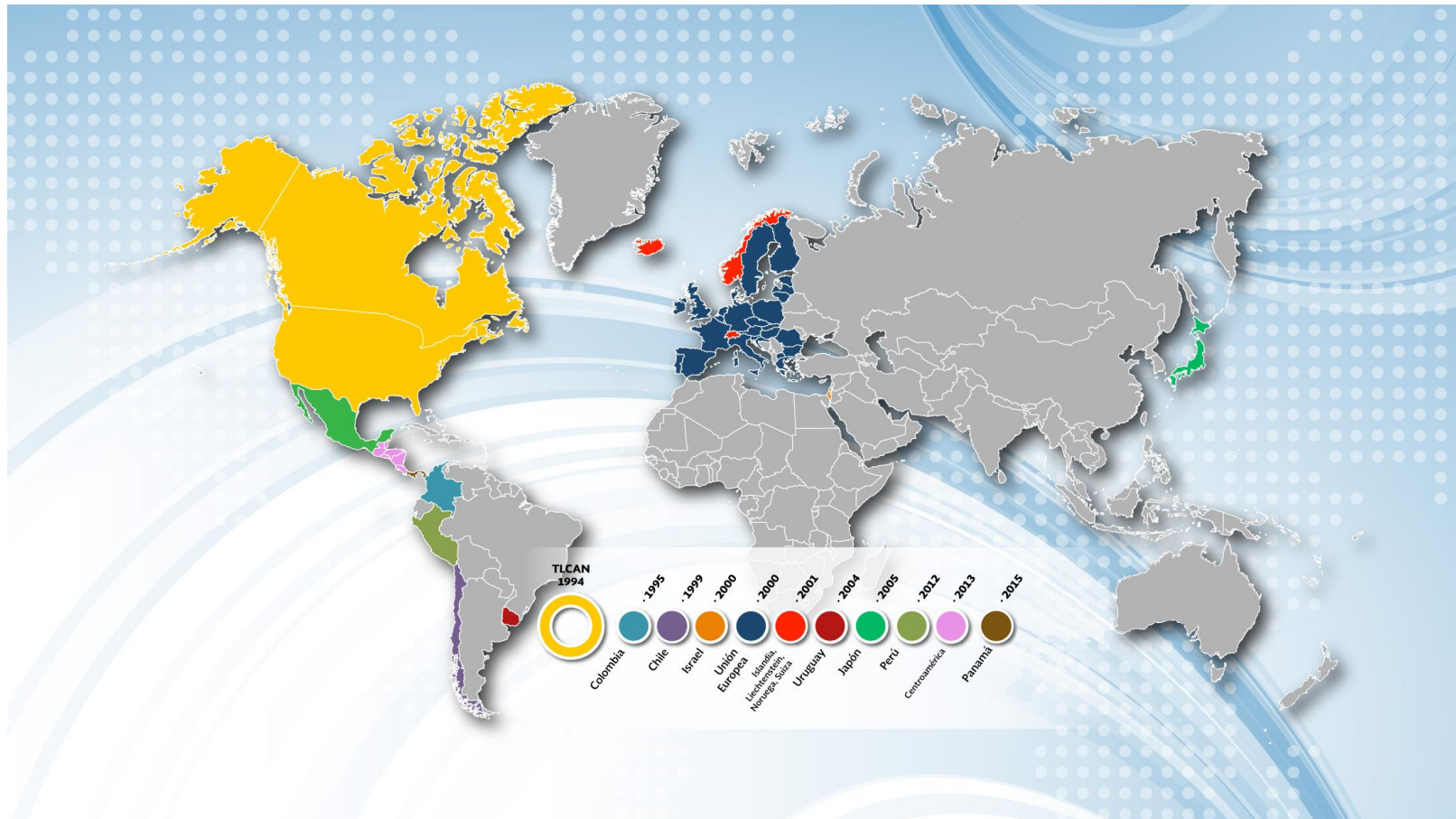
Opportunities for GI and AO International Context

By Multilateral Agreements

By Bilateral Agreements

Main Routes
for
protecting a
GI or AO
abroad

GI & AO in International Agreements



12 International Agreements

47 Countries

North American Free Trade Agreement (NAFTA)

Distinctive Products

Mexico

- Tequila
- Mezcal

United States

- Bourbon Whiskey
- Tennessee Whiskey

Canada

- Canadian Whiskey



Agreement between the European Union and Mexico - 1997

Appellation of Origin

European Union

- 229 Spirit Drinks



Mexico

- Tequila
- Mezcal
- Sotol
- Charanda



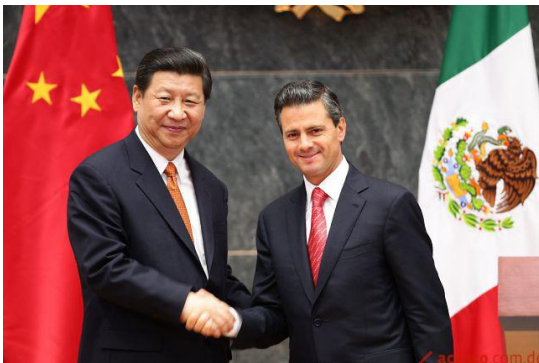
Free Trade Agreements in Negotiation



Recognition of "Tequila" in China



The Government of China recognizes the Appellation of Origin "Tequila" on November 5, 2014.



The recognition is granted thanks to the efforts of the China and Mexican Government.

