



# Intellectual property, exports and foreign investment:

How can WIPO technical assistance facilitate synergies?

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**Webinar  
November 28, 2019**

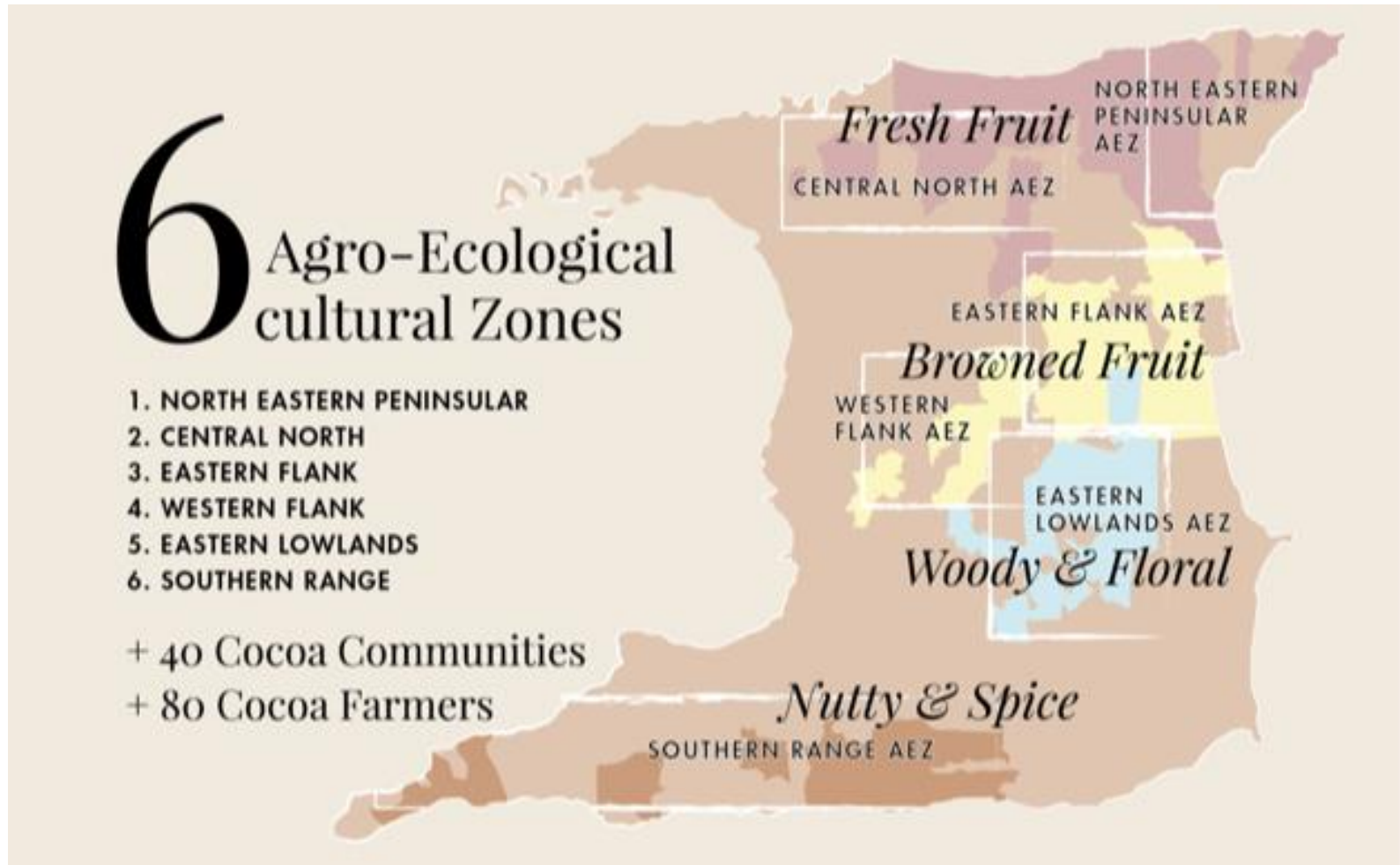
## Trinidad & Tobago: Where is it?



# Background to the Trinidad cocoa sector

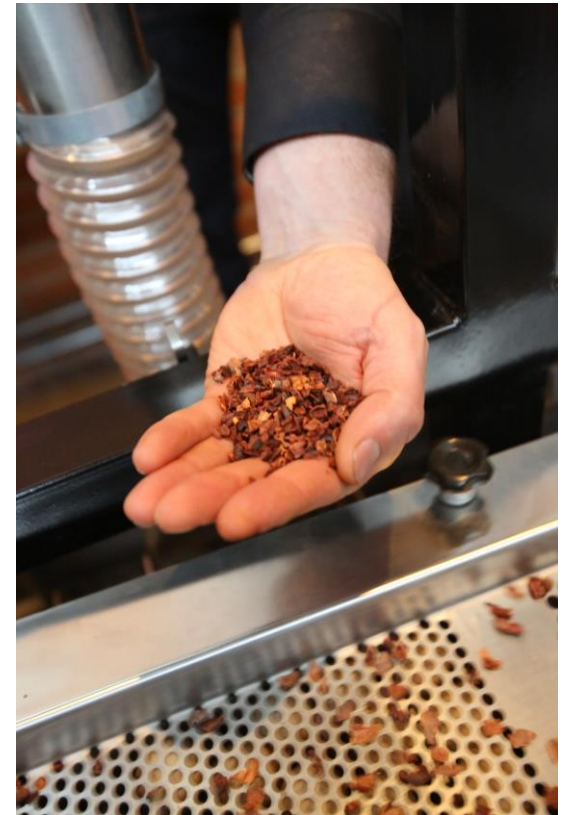
1. Over the past 100 years the cocoa sector in T&T has declined from 30,000MT to 500MT today
2. Oil & gas has been the primary source of income for T&T since 1950s
3. Over 90% of the food consumed in T&T is imported
5. There has been very little investment in Agriculture in T&T
6. The Trinitario bean is indigenous to T&T (> 100 varieties)
7. Trinitario cocoa is highly sought after worldwide for its flavour characteristics

# Trinidad & Tobago: unique flavour regions



# What is TT Fine Cocoa Company?

- A public-private partnership – MoU TT Gov & export agencies, private investors (foreign and local banks)
- **Core principles: Sharing/ training/ education/ standards**
- USD \$3m facility can produce 50MT per year and increase to 75MT by 2020
- State-of-art equipment aimed at the premium chocolate/ cocoa market > regional & international



# Chocolate products

## TRINIDAD & TOBAGO'S FIRST AWARD-WINNING ARTISAN TRUFFLES



**Chai-Spiced  
Pineapple & Rum**

*Chai-Spiced pineapple  
jelly topping el dorado  
12 year ganache*



**Banana & Tonka  
Bean Caramel**

*Tonka bean infused  
Banana caramel*



Located Upper Arcade of Trinidad Hilton.  
Open Tuesday - Saturday | 10am - 6pm.

[www.chocolateboxtt.com](http://www.chocolateboxtt.com)





TRINIDAD  TOBAGO  
FINE COCOA COMPANY

Harrods

SELECTION 2018

# Harrods

- Launched 4 Trinidad 'single estate' in Oct 2018
- Luxury range/ co-branded – very rare.
- Significant PR opportunities for T&T cocoa global brand







# Growing opportunity in the cocoa sector

1. There is increasing demand for cocoa globally - Far East, Middle East
2. Fine flavour cocoa is currently 3% of market share of 4 million tonnes of cocoa traded
3. Social media has allowed the consumer to learn more about the origin of their chocolate
4. New small-small-scale processing machinery increased the number 'semi-artisanal' producers
5. Agro/ food-tourism is increasing - wine/ champagne/ whiskey tours
6. Global economic downturn in oil has created 'innovative' thinking
7. Wealthier economies look for 'unique' experiences – premium markets

# TTFCC Marketing: Lessons learnt

1. It takes a long time to develop a relationship with buyers (> 12 months)
2. The USP is key - what makes your cocoa special? How do you demonstrate it?
3. Quality control is vital for consumer confidence
4. There will always be a limit to price but there are 'niche' opportunities to be developed.
5. Consumer awareness of fine cocoa is increasing but still under-developed

# Practical challenges encountered

1. The chocolate sector, worth USD\$100 billion, is largely based on misinformation of product origin - brand confusion
2. Consumers and end-users are not aware of the social and environmental issues facing the sector - lack of transparency
3. There is lack of knowledge from chefs/ hotels on what fine flavour cocoa is and how to use the material in the hospitality/ culinary sector
4. Great effort and costs in raising awareness and changing consumer behaviour
5. Handful of large companies dominate 80% of the global market - small companies cannot financially compete

# Finding solutions using IP

- 1. Local brands are becoming popular** - growers have protected the trademarks of their cocoa estates/ TTFCC protected its logo and packaging designs
- 2. Using social media, consumers are looking for unique experiences and ideas** - ensure all your imagery and content are protected and unique to what you are doing i.e, TTFCC has ownership of all images and promotional film rights when using photographers and film makers.
- 3. Develop new techniques and process which gives you unique position in the marketplace** - the consumer cannot find anywhere else. TTFCC owns all the recipes when a chef is contracted to work on product development.
- 4. Trinidad & Tobago intends to join Madrid and Hague Treaty in 2020**

# Develop and protect brands for markets



## Looking at WISPA for a regional mark





Improving Marketing and Production of  
Artisanal Cocoa from **T** Trinidad and Tobago

**IMPACT**

## Objectives:

- 1) Develop economic 'yield & quality' model for cocoa estates to help attract investment
- 2) Develop chain-of-custody and certification system
- 3) Improve marketing and promotion of T&T's single origin cocoa
- 4) Promote agro-tourism for the cocoa sector



# Case study: Jamaican Blue Mountain Coffee



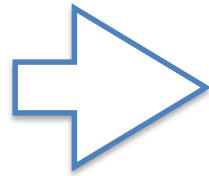
1. GI protected
2. Worth US\$24M in sales - primarily to Japan
3. Growing in global demand and national brand awareness
4. Secure income for farmers
5. Consumers are reassured about quality and origin

# How can WIPO Facilitate Synergies?

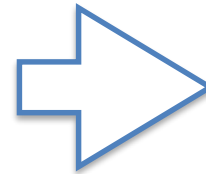
1. Share experiences of both successes and failures.
2. Provide examples of where IP has been used at a 'micro', 'meso' and 'macro' level i.e. from farmer-to-table
3. Demonstrate the 'value offering' of protecting IP i.e, how can it contribute to develop sales?
4. Improve the knowledge of local brand value i.e., how to add value to local products/ knowledge/ story-telling.
5. Explore new technology to strengthen IP protection i.e, blockchain, DNA testing of origin material, social media awareness
6. Provide guidance on protection at a multi-national/ regional level i.e. where national organisations cannot assist.

# How can WIPO support Member States in the task of strengthening export activities and attracting investment?

Technical Assistance



Capacity Building



Systems for International Protection

# Conclusion

- 1. IP should be a fundamental part of the storytelling**
- 2. Its not just about protecting your brand but a reflection of the quality standards your brand adheres to**
- 3. Two golden rules:**
  - First in time, first in right**
  - Ideas alone are not protectable**



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Consultant

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1

Exporting is based on competitive advantage and Intellectual Property **allows to protect this advantage**

2

**Intellectual Property offers simple mechanisms for protection in the export market**, you can activate the mechanism that is most advantageous, depending on the characteristics of the product or service

3

**IP provides business and economic** information about the export market

Message from the Director General  
**Francis Gurry**

# Lessons Learnt

1

Define IP protection strategies.  
Include the IP strategy in Export Plans.  
Take advantage of the value of IP in the estimation of the value of products and services.

2

Consider the use of International IP Systems in the internationalization strategy.  
Identify and take advantage of the opportunities offered by free trade agreements.

3

Use IP as a source of information to evaluate the international market and identify scenarios of Freedom of Operation to respect the rights of third parties.

4

Include IP-related issues in the elaboration of commercial agreements.  
Manage confidential information and business secrets, disclose according to strategy, contractually secure IP  
Consider IP in the expansion strategy: direct export, franchises, licensing, e-commerce

5

Defend IP rights in international trade.

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