



***Geographical indications:
Recent developments in the EU***

***Worldwide Symposium on GIs
Lisbon, 2 July 2019***

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Update on GI issues from EU

Regulation and policy

Bilateral and multilateral agreements

Transparency and databases

Empowering producer groups

Internet and DNS



<http://ec.europa.eu/agriculture/quality>

Regulation and policy

4900 GIs registered or protected

1580 from non EU countries

Supporting many more brands

High level protection

Against conflictual uses and evocations

No renewal needed

No generic erosion

Administrative enforcement

Balanced with trade mark rights

Control over marketing



Cognac GI (FR)



Irish Whiskey / Uisce Beatha Eireannach GI (IE/UK)



Murfatlar PGI (RO)



Mortadella Bologna PDO (IT)



Λουκούμι Γεροσκήπου PGI (CY)
Loukoumi Geroskipou



Φέτα / Feta PDO (EL)

Link between product and place

1. Defined
geographical
area

+

2. Specific
product

+

3. Link between
1. and 2.

= geographical
indication



Dealu
Mare
PDO
(RO)



Czosnek
galicyjski PGI
(PL)

Φέτα / Feta PDO (EL)



Trade mark - GI relation

Mostly complementary

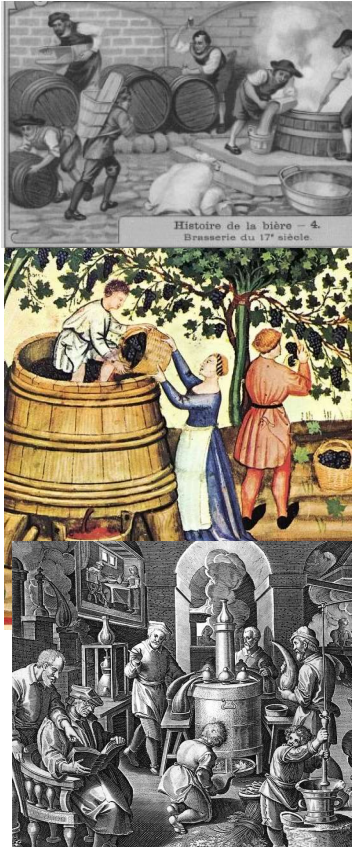
In case of conflict:

Highly renowned prior trade mark prevents GI registration

In other cases, co-existence

Prior GI prevents registration of conflictual trade mark

Territoriality applies



Regulation: Spirits and Wines GIs

Spirits

- 241 validations complete – proving the link
- New regulation 17 May 2019
 - Trade mark relation
 - Goods in transit
 - Register

Wines

- New register, [eAmbrosia](#)

Notifications

- **WIPO and WTO-TRIPS**



Oúζo / Ouzo GI (CY/EL)



Szatmári Szilvapálinka GI (HU)



Suomalainen Vodka / Finsk Vodka / GI
Vodka of Finland



Originali lietuviška degtinė GI (LT)
Original Lithuanian vodka



Bilateral and multilateral

30 agreements

18 negotiations

Due diligence check on GIs

Support for GI development
(IP Key)

EU accession to multilateral
Lisbon (Geneva Act) system –
in preparation



EU-JAPAN ECONOMIC PARTNERSHIP AGREEMENT

HOW WILL EUROPEAN FARMERS BENEFIT?

April food exports to Japan – **€ 5.7 bn** (4th biggest market for EU agri exports in the world)

85% of EU agri food products exported to Japan will be liberalised over time

Slashed tariffs for 50 500 € vs usually free for EU pigmeat

TARIFF REMOVAL	BEFORE	AFTER
Wine & sparkling wine	15%	0% from day one
Alcoholic beverages (brandy, vermouth, cider)	15%	0% from day one
Pork	Complex import system + tariff (average 13%)	Practically free access
Processed pork	8.5%	0%
Hard cheese (Swiss-type, Gruyère, Comté, etc.)	Up to 2500t	0% after 15 years
Soft and fresh cheese (Mozzarella, Feta)	Up to 25 000t	0% from day one
Beef	0.5%	Down to 10% over 15 years

MORE THAN 200 EUROPEAN GEOGRAPHICAL INDICATIONS

Japan would recognise 205 European Geographical Indications so that only products with this status would be allowed to be sold in Japan under the corresponding name.

Products like Tiroler Speck, Münchener beer, Jambon d'Ardenne, Polska Wódka fully recognised on the Japanese market

EXPORT

KOBE BEEF JAPAN
€ 235,00



58 GIs of Japan protected in EU



Transparency: eAmbrosia and GI View

GI producer groups



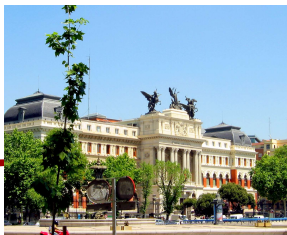
eAmbrosia public



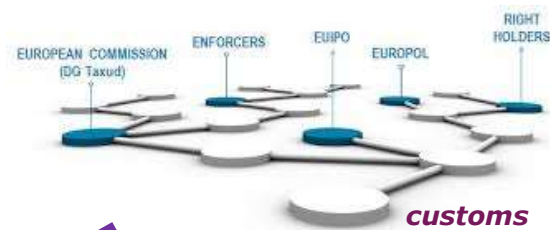
30 agreements



Country input and control



GI-View



*customs
police
anti-fraud
judiciary
shop
inspectorate
rural policy*

*retailers
traders
TM applicants*

*research
publicity*



eAmbrosia – the legal registers

GI-View – hosted by EUIPO (2020)

Empowering producer groups

Rural economy

Economic development

AU GI strategy for Africa

Protecting women farmers' rights





internet and dns

GIS vulnerable to domain name abuse

Rights not fully recognized

Comparison with trade marks

WIPO debates:

Internet domain name process

SCT (Standing committee on trademarks, designs and GIs)



<http://ec.europa.eu/agriculture/quality>



Conclusions

More light being shone on GIs

Next steps:

- **Build partnerships (IP Key; agreements)**
- **DNS / simplification / GI-View / evaluation**

GIs illustrate the value of IPR:

- **Easily understood**
- **Protect farmers'/producers' rights**
- **Promote rural development**
- **Guarantee authenticity to consumers**
- **Protect local value at global level**



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Thank you for your attention



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