



Updates on Geographical Indications in the ASEAN Region



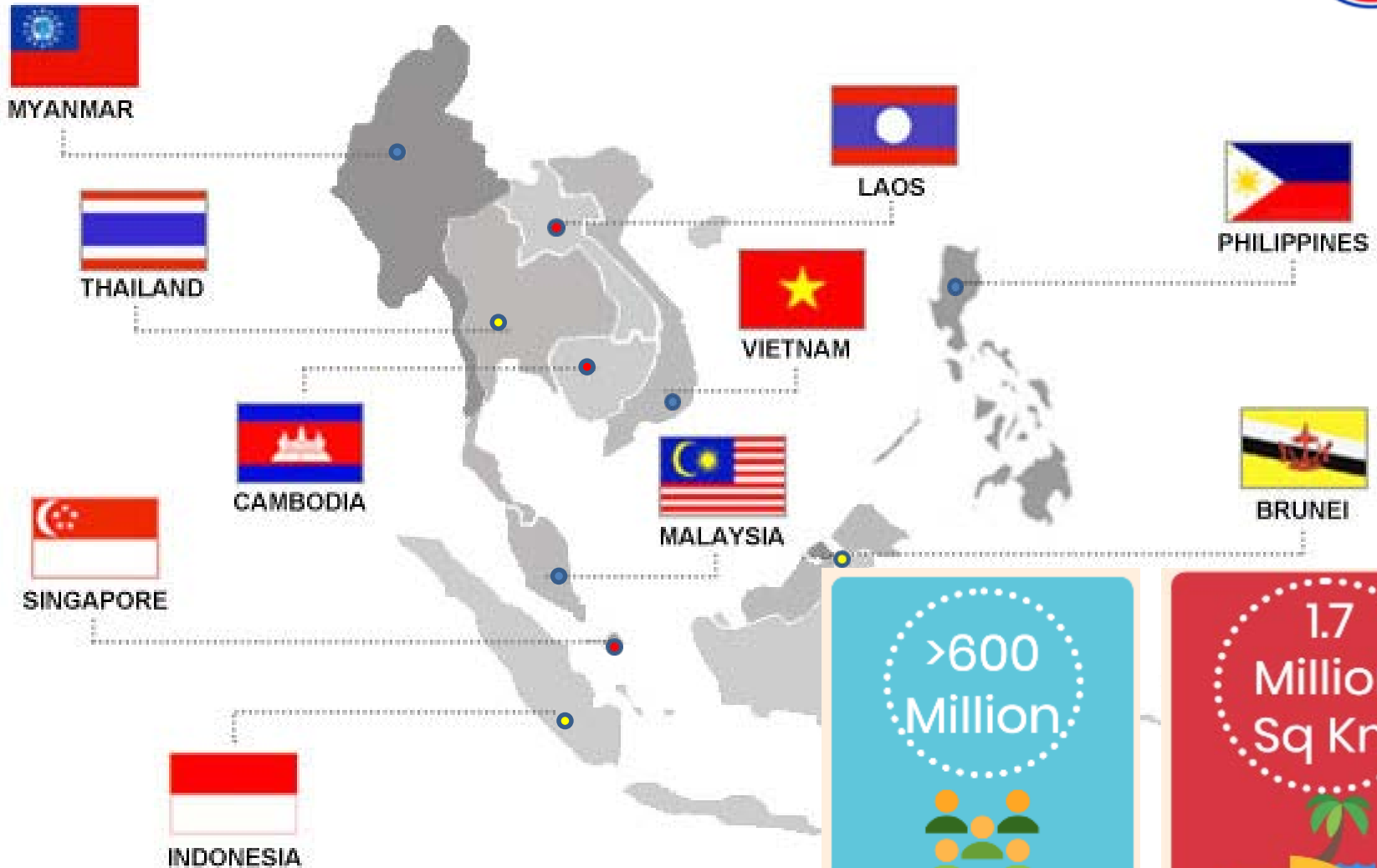
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ASEAN Economic Community (AEC)
ASEAN Secretariat

Lisbon, Portugal
2 July 2019



one vision
one identity
one community

Association of South East Asian Nations (ASEAN)



ASEAN ECONOMIC COMMUNITY (AEC)

YEAR
2015



ASEAN ECONOMIC
COMMUNITY (AEC)

US\$ 2.6 Trillion
huge market



ASEAN IPR Action Plan 2016 -2025

4 Strategic Goals

Goal 1: Strengthen IP Offices and Build IP Infrastructure

Goal 2: Develop Regional IP Platforms

Goal 3: Expand the ASEAN IP Ecosystem

Goal 4: Enhance Regional Mechanisms to Promote Asset Creation (GI & TK)



Support for GI under the ASEAN IPR Action Plan 2016 -2025

Initiative 18 – Promote the commercialisation of ASEAN GIs by improving the capacity of the productive sector in the development of protection and branding strategies.

Deliverable 18.1 - Training in the use of GIs, certification and collective marks, post registration management programmes to enhance value of local producers.

Deliverable 18.2 - Evaluate protection mechanism of GIs and assist in the protection of GIs within ASEAN and foreign markets.

Geographical Indication Systems in ASEAN



Sui Generis System

- Cambodia
- Indonesia
- Lao PDR
- Malaysia
- Myanmar
- Singapore
- Thailand
- Vietnam



Trademark System

- Brunei
- Philippines



Geneva Act of
the Lisbon
Agreement

Cambodia



Statistics on GIs in ASEAN

346 Geographical Indications (GIs)
registered (as of Jan 2019)

37
(10%)

Foreign GIs

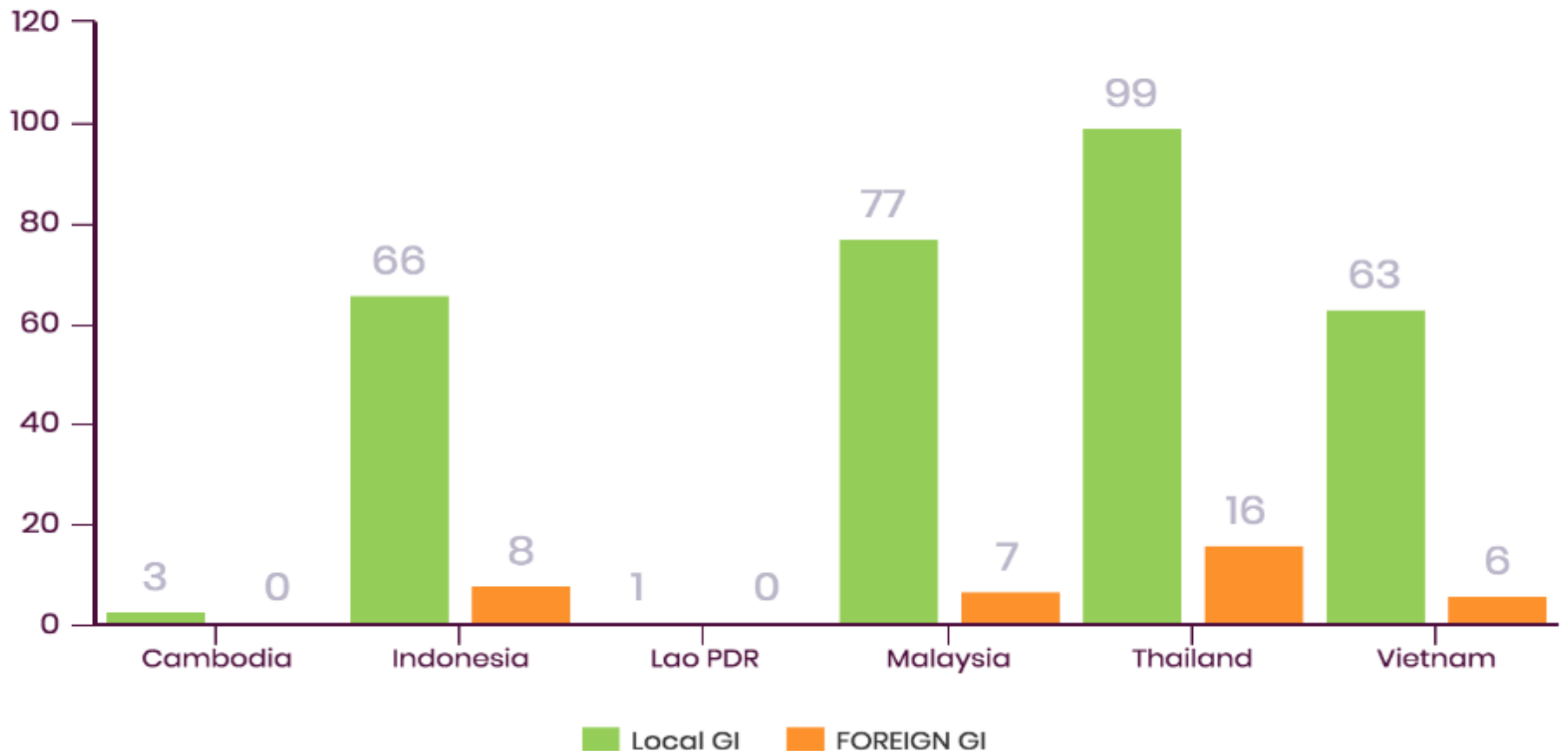


309
(90%)

LOCAL GIs

Statistics on GIs in ASEAN

Number of GIs registered in ASEAN (as of Jan 2019)



Types of GIs in ASEAN

Most GIs in ASEAN relates to the following categories:

- Agriculture
- Fisheries
- Craft
- Artisanal works



Sabah tea
(Malaysia)



Kampot pepper
(Cambodia)



Binh Thuan dragon
fruit (Vietnam)



Jepara carving
furniture (Indonesia)



Khao Hom Mali Thung Kula
Rong Hai rice (Thailand)



Chiang Rai Phulae
pineapple (Thailand)

These are the sectors providing livelihood to large section of the rural and developing parts of the region

Koh Trung Pomelo - Cambodia



៣. គុណភាពពិសេស

- ❖ មានរសជាតិផ្អែម បួជុំអែ
- ❖ មានកិនឈាមល្អិតច្រើន
- ❖ ពេលទទឹងក្រោយពេលញាំ មិនធ្វើឲ្យហាងមាត់នោះទេ។



Registered : 2018

GEOGRAPHICAL AREA

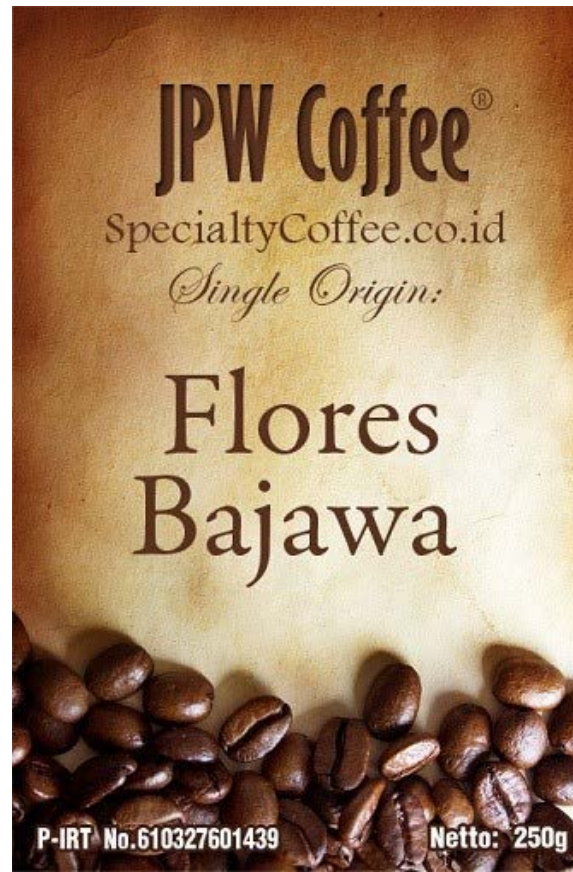
The villages of Kbal Koh and Chong Koh in Sangkat Koh Trung, Korng Kratie district

Flores Bajawa Arabica Coffee - Indonesia

Registered : 2012

GEOGRAPHICAL AREA:

The geographical area of Flores Bajawa Arabica Coffee is located on Flores Island.





Gayo Arabica Coffee - Indonesia



Registered : 2010

GEOGRAPHICAL AREA:

The Gayo Highlands are located in one of the Bukit Barisan mountains on the island of Sumatra, in the northernmost part of Sumatra island and in the centre of Aceh Province.



KHAO KAI NOI Rice - Lao PDR (1st GI registered in Lao PDR)



Registered : 2018

GEOGRAPHICAL AREA:

Houaphanh (Xamneua district and Viengxay District); Xiengkhouang (Khoun district, Pek district, Phaxay district and Phoukooud district).

Guimaras Mango - Philippines



Registered : 2017

GEOGRAPHICAL AREA:

The geographical area of the Guimaras Mango encompasses the entire island province of Guimaras, consisting of the 5 municipalities: Jordan, Buenavista, San Lorenzo, Sibunag and Nueva Valencia



Sarawak Black Pepper – Malaysia (1st Malaysian GI Product)



Registered : 2003
GEOGRAPHICAL AREA:
The whole state of Sarawak.





Hai Thai Hom Mali Rice- Thailand

Registered : 2006

GEOGRAPHICAL AREA:

Thung Kula Rong-Hai area. It is a large plain in northeast Thailand.



Binh Phuoc Cashew Nuts - Vietnam

Registered : 2018

GEOGRAPHICAL AREA:

The total area of planting cashew in Binh Phuoc Province is 134,302 ha covering 11 districts and cities



Benefits from GI Registration in ASEAN

Benefits

- Agro Tourism (eg *Bentong Ginger from Malaysia, Coffee Festivals in Vietnam*)
- Increase in selling price of products
- Increased awareness of producers
- Increased support by the government (eg *One Province One GI in Thailand*)
- Processing of GI products in compliance with government regulations
- Enhanced reputation and improved access to market (*8 ASEAN GIs registered in EU*)





GI Challenges in ASEAN Region

Challenges

- Awareness on GI has not reached key stakeholders
- Consumers's recognition of GI products are still low
- General absence of collective organisations for registered GIs
- Lack of experience and capacity in creating and managing collective organisations
- Lack of use and poor management of registered GIs
- Modern supply chains and value chains have not been established
- Infringement of GI rights (eg Phu Quoc Fish Sauce)

Initiatives on improving GI in ASEAN Region

ASEAN-EUIPO (ARISE + IPR) initiatives :



1. Maintain ***regular policy dialogue*** with competent authorities in the ASEAN region on the protection of ASEAN GIs in existing and potential export markets
2. Sharing experience and exchanging ***best practices on GI protection*** within ASEAN region

Initiatives on improving GI in ASEAN Region

ASEAN-EUIPO (ARISE + IPR) initiatives :



3. Providing ***training and capacity building workshops*** for GI and potential GI producers and associations; and government officials responsible for GI in the ASEAN region

Training and capacity building workshops



- Since 2015, a total of 22 GI related training programmes conducted
- AsiaGI 2018 (14-18 May, 2018, in Kampot, Cambodia)



- AsiaGI 2019 (25-30 March, 2019 in Bali, Indonesia)
- Roving GI seminars in six ASEAN countries, namely Malaysia, Myanmar, Indonesia, Lao PDR, Cambodia, and Thailand



Initiatives on improving GI in ASEAN Region

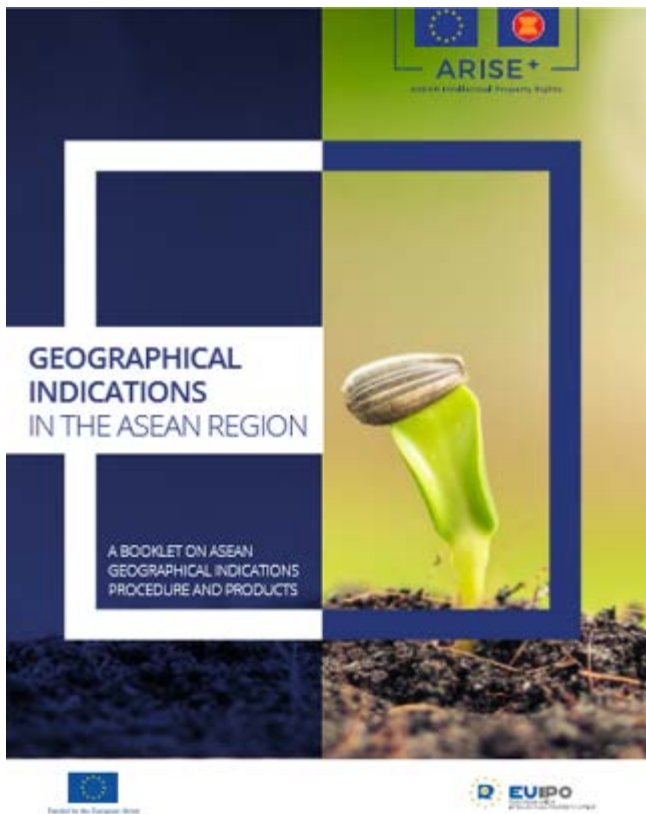
ASEAN-EUIPO (ARISE + IPR) initiatives :

4. Promote the **visibility** of ASEAN GIs:

- ASEAN GI Booklet
- ASEAN GI database



<http://asean-gidatabase.org/gidatabase>



Home Help Contact

ASEAN GI Database

ASEAN GI Database is the common online geographical indications platform of the ASEAN Member States aimed at making the information of all registered geographical indications in the ASEAN region widely available and easily accessible to all interested stakeholders.

ASEAN GI database gives you the possibility to explore the GI landscape in the ASEAN region in a user-friendly and powerful way.

It contains information on geographical indications having effects in the ASEAN countries, including comprehensive information files with the most relevant information for each one of them.

ASEAN GI Database has been developed by the Intellectual Property Offices of the ASEAN Member States with the support of the EU-ASEAN Project on the Protection of Intellectual Property Rights (ICAR II Phase II) administered by the European Union Intellectual Property Office (EUIPO).

Country of registration: All
Registration date from: 01/01/2000
Registration date to: 01/05/2018

GI Name:

Right Holder:

Geographical origin: Both Domestic Foreign

Items per page: 25

ASEAN GI Database



Country of registration	GI Name	Registration date	Right Holder	Geographical origin	Information fiche
Thailand	Phetchabun Sweet Tamarind	14/10/2005	Phetchabun Province	Domestic	
Thailand	Chainat Khaotangkwa Pomelo	28/06/2006	Chainat Fruit Tree Association	Domestic	
Thailand	Kafae DoiTung	02/05/2006	Mae Fah Luang Foundation	Domestic	
Thailand	Mae Jaem Teen Jok Fabric	24/10/2007	The Province of Chiang Mai	Domestic	
Thailand	Trang Roast Pork	02/05/2006	Trang Province	Domestic	
Thailand	Phurua Plateau Wine	02/05/2006	C.P.K. International Co. Ltd.	Domestic	
Thailand	Phanat Nikhom Basketry	30/04/2010	Mr Komrich Boriboon	Domestic	
Thailand	Angsila Stone Mortar	30/09/2013	Mr Kajorn Rungruangsilatiph	Domestic	
Thailand	Nanglae Pineapple	29/12/2006	The Nanglae Tambon Administration	Domestic	
Thailand	Nakornchaisri Pomelo	29/09/2004	Nakornpathom Chamber of Commerce	Domestic	
Thailand	Sakon Dhavapi Haang Golden Aromatic Rice	26/07/2006	Sakon Nakorn Province	Domestic	




Name Khao Hom Mali Thung Kula Rong-Hai
ข้าวหอมมะลิทุ่งกุลาร้องไห้

Country Thailand

Date of registration
24/10/2007






Translation sponsored by ECAP Phase II

Source: DP - Thailand

Main characteristics/features

Khao Hom Mali Thung Kula Rong-Hai refers to a brown, milled paddy rice processed from the Khao Daek Mali 105 and Koi Khor or RD 15 rice varieties, grown during the rainy season in the Thung Kula Rong-Hai area. This rice is characterised by its pale yellow colour, long, slim, transparent and shiny appearance and pleasant smell. When cooked, the rice smells like pandanus leaf. It has a velvety, spongy texture and tastes slightly sweet. Newly harvested KDM 105 and RD 15 rice grains have a creamy smooth texture when boiled.

Geographical area

The Thung Kula Rong-Hai Plain is a large plain in north-east Thailand, extending across five provinces, namely Roi Et, Mahasarakham, Surin, Yasothon and Sisaket. It was formerly named Thung Mah Long or Thung Pu Pa Lan.

Production and processing

The rice seeds used to produce Khao Hom Mali Thung Kula Rong-Hai must be grown in Thung Kula Rong-Hai. The whole of the production cycle must take place in the defined geographical area to ensure that it is conducted entirely under the geomorphological conditions specific to this area. Harvesting is governed by specific rules that cover the dates (from October to December), phenological stages and grain moisture to guarantee the hygiene and safety of the product and complete traceability of the rice in the region of origin and even, in many cases, to the original farmer. Khao Hom Mali Thung Kula Rong-Hai must be packaged within the area in which it is produced. Repackaging is not allowed in order to prevent any possible contamination or alteration of the product. Packages must be labelled with the weight, date of packaging, and name of the mill or cooperative.

Link between product and territory

Legend has it that the name 'Thung Kula Rong-Hai' (plain of the crying Kula) is derived from the Kula merchants who travelled through the region from their homeland. Cultivation of Hom Mali rice in Thung Kula Rong-Hai began in 1959. A local know-how has since been developed to obtain rice of a good physical quality, with long, slim, clear and strong grains. The cooked rice should be soft and fragrant. This practice gives Khao Hom Mali Thung Kula Rong-Hai its unique quality, distinctive from Hom Mali rice grown in other areas and recognised by traders and consumers both in the producing country itself and internationally. The slightly saline soil in northern Thailand, the coolness and dryness of the area, the specific rice varieties used, the climate and the soil nutrients cause the paddy to become stressed and produce 2-acetyl-1-gymline (2-A-1-P), the same aromatic substance which produces the fragrance in pandanus leaves.

Publication in the Official Gazette 24/10/2007

Competent Authority Intellectual Property Department

GI right holder/GI association The Hom Mali Rice Trade Association

Contact information 37 Soi Ngamkuln, Rama 4 Rd., Tambonmahachulalongkornrajavidyalaya, Sakon Detkai, Bangkok 10120, Thailand

Type of product Rice

Control body SOAGRICERT (Thailand) Co., Ltd

File number 4910000

Website



Moving Ahead

- Improved and strengthened GI national systems
- Continuous awareness and capacity building programmes
- Encourage cross filing of GIs among member states



Thank You

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