

Introduction to Branding: Geographical Indications



Virtual Practical Workshop on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities

Geneva, Switzerland, October 11 to 22, 2021

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International
Trade
Centre



International
Trademark
Association

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Presentation

- **What are geographical indications (GIs)?**
- **Why are GIs interesting for local communities and for local/rural development worldwide?**
- **How to Strengthen Business Competitiveness of Origin-Based Quality Products?**

What are geographical indications?

What is it?



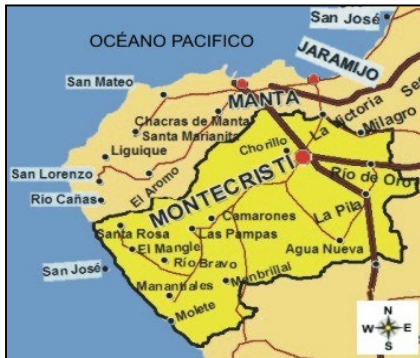
..... a hat !



GI “Montecristi Hat”

also called “*Panamá hat*”

- Specific place of origin
(**Montecristi, Ecuador**)
- Specific characteristic
(*natural and/or human factors*)



What are geographical indications?

An **indication** which identifies a **good** as originating in a **specific geographical area** and whose quality, reputation or characteristics are **essentially** attributable to that geographical origin

MONTECRISTI

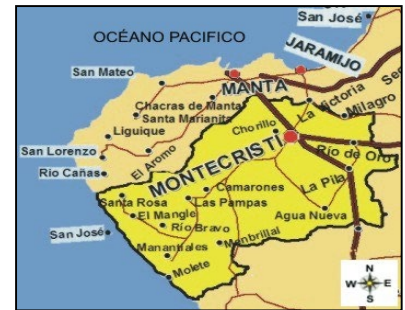
Indication =
(*geographical name*)

MONTECRISTI



Good =
HAT

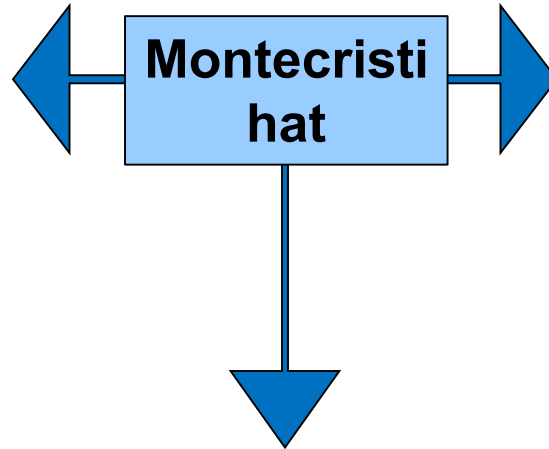
Defined geographical
area in Ecuador =
MONTECRISTI



Quality/
characteristics/
reputation linked to
geographical origin



GI = Interaction between the product, the producers and the production area



PRODUCTION AREA

Influence of natural conditions → the product is generally different from the ones produced elsewhere

PRODUCERS' KNOW-HOW AND/OR NATURAL FACTORS

GI products are often traditional products, with a connection to the local knowledge and heritage



PRODUCT WITH A SPECIFIC GEOGRAPHICAL NAME AND SPECIFIC QUALITIES/CHARACTERISTICS OR REPUTATION

→ Consumers make a direct connection between the origin of the product and its specific characteristics/quality

Examples of Geographical Indications



BANANO DE COSTA RICA
(Costa Rica)



FIGUES DE DJEBBA
(Tunisia)



SAFRAN DE TALOUINE
(Morocco)



KAMPOT PEPPER
(Cambodia)



REBLOCHON
(France)



TSINDALI
(Georgia)



TEQUILA
(669 / Mexico)



PROSCIUTO DI PARMA
(Italy)



HEREND
(Hungary)



CHULUCANAS
(Peru)



**SAROUGH HANDMADE
CARPET** (Iran)



**PEŠKIRI ŠABAČKOG
KRAJA**(Serbia)

Increasing number of products are obtaining GI protection



Houaphanh Silk
(Lao PDR)



Prabang Silk
(Lao PDR)



Toiles de Korhogo
(Côte d'Ivoire)



Pagnes Baoulé
(Côte d'Ivoire)



Tenun Ikat SIKKA
(Indonesia)



TUNUN GRINGSING BALI
(Indonesia)



Madd de Casamance
(Sénégal)



Kava
(Pacific Islands)

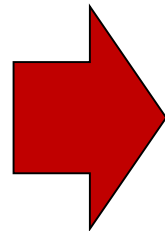
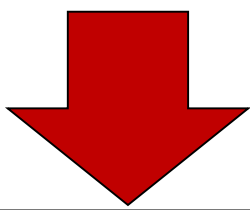
Undifferentiated origin/quality



- No logo
- No geographical indication
- No brand/TM
- No reference on production method
- Good or bad quality?

→ How to be sure to find the same product and same quality again?

GIs give identity to goods with specific geographical origin & quality/reputation



Geographical Indications

**Why are GIs interesting
for local communities
and
local/rural development
worldwide?**

Why protecting GIs ?

- **Benefits for the producers:** Differentiate a product in a competitive market, improved livelihood (quality products sold at a premium price)
- **Benefits for the consumers:** Obtain information on the origin of the product (helps consumers to make their choice)
- **Benefits for local/rural areas:** Stimulate local/rural development (participation of local actors, employment, improve level of income)
- **Benefits for regions and countries:** Positive spillover effects (tourism, additional income, improved reputation)/ contribute to preserve TK and folklore

Experience shows that GI Protection Schemes may have...

Positive economic effects

- production, price
- profitability,
- income distribution
- tourism



Positive effects on jobs

- direct & indirect jobs
- job qualification
- rural exodus



Positive effects for Environment

- Biodiversity
- Environment preservation
- Landscape

Positive effects for preserving traditions

- quality
- traditional know-how



GIs can play a positive role with respect to UN SDGs



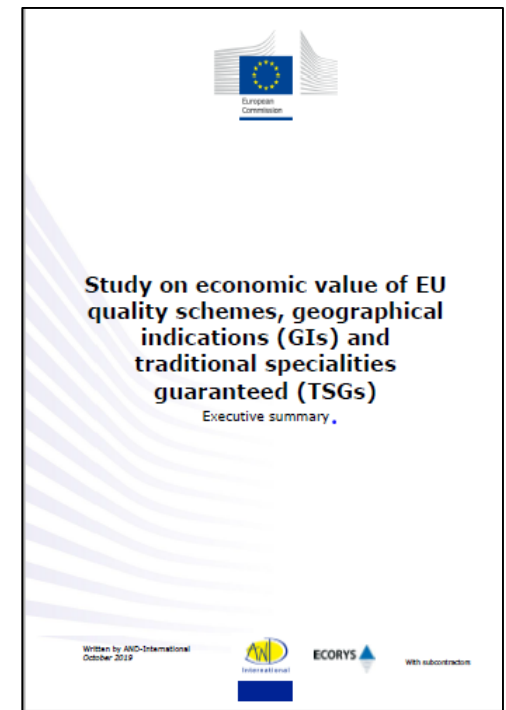
SUSTAINABLE DEVELOPMENT GOALS



“Producers’ benefits are clear... Geographical indications protect local value at a global level”

Janusz Wojciechowski, European Agriculture Commissioner

- **Worth of EU GI products was**
EUR 74.76 billion in 2017 (+37% since 2010)
- **Value of whole exports of EU GI products**
estimated **EUR 31.42 billion** in 2017 (= 42% of
total sales value)
- **Global value premium for EU GI products**
EUR 40 billion in 2017 (+ 38% since 2010)
- **Sales premium for EU GI products were**
on average **double** than sales value for similar
products without GI-certification in 2017



<https://op.europa.eu/en/publication-detail/-/publication/a7281794-7ebe-11ea-aea8-01aa75ed71a1>

WIPO / GI Project *Koh Trung Pomelo* Protection and commercialization



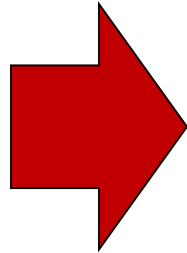
**Registration of the GI in June 2018
(Cambodia)**

Positive evolution since registration of the GI *Koh Trung Pomelo*

- Number of *Koh Trung* Pomelos sold: 175'000 (2017) → 916'275 (2020)
- Price in Riel at farm gate (high season): 5'500 (2017) → 8'000 (2020)
- Revenues (total, in Riel): 1'085'000'000 (2017) → 7'513'455'000 (2020)
- Revenue (average/producer in Riel): 3'902'878 (2017) → 49'430'625 (2020)



Promotion GI Pomelos in Thai Supermarket



Branding of Pomelos: What IP Tools?

GI / TM / Designs



GI + TM

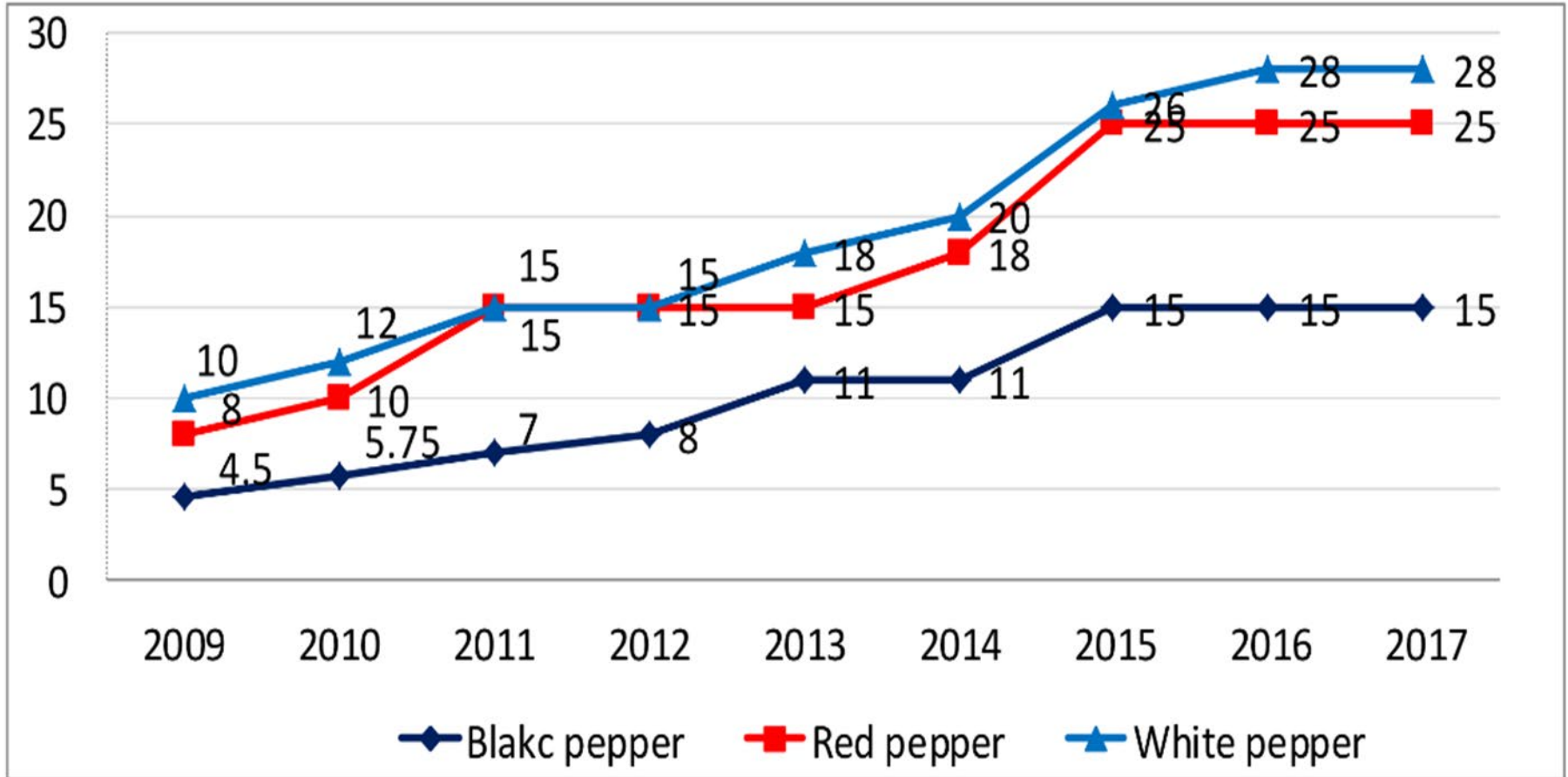
GI + TM + Design

Branding: GIs are Good Story Tellers...



**Consumers
want to know
more about the
products, their
value and their
stories
and they want
to buy "ethical"
→ GIs helps to
do it**

Price of Kampot Pepper from 2009 to 2017

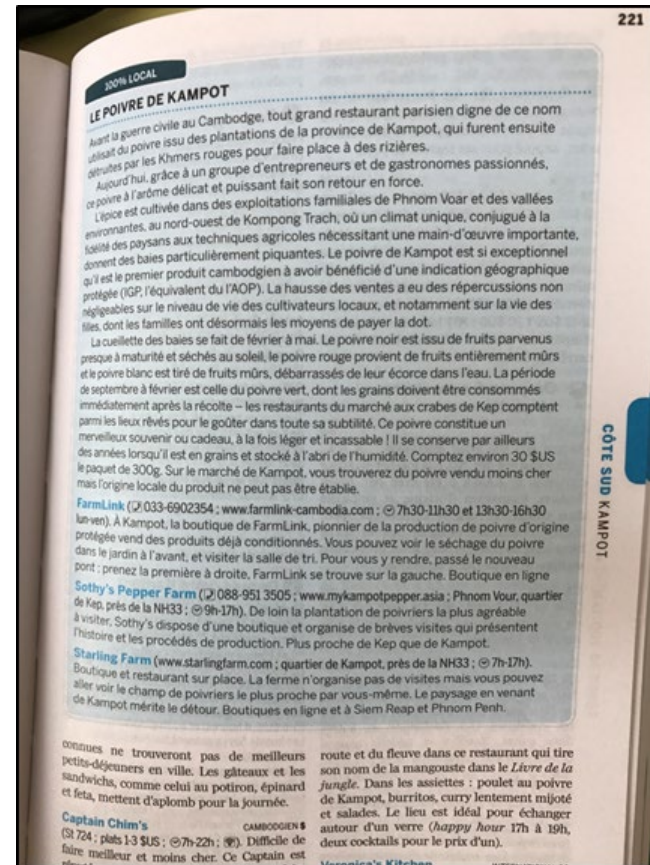
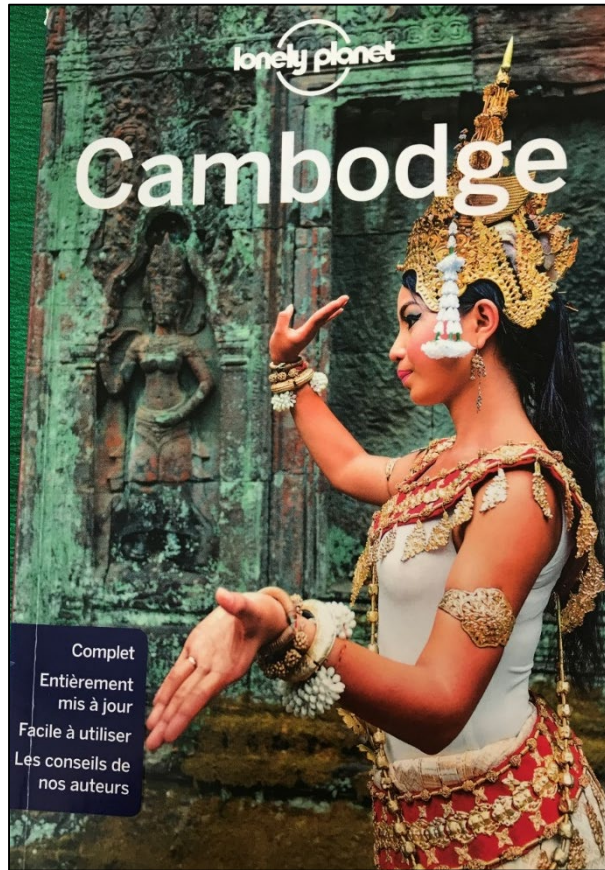


Source: H.E. Mr. Thay Bunthou



សមាគមលើកកម្ពស់រដ្ឋប្រចាំពត "ស.ល.ប.ក"
 Kampot Pepper Promotion Association (KPPA)

Geographical Indication and Tourism



Kampot Pepper: Local Tourism



LA PLANTATION
FAIR SPICES PRODUCER





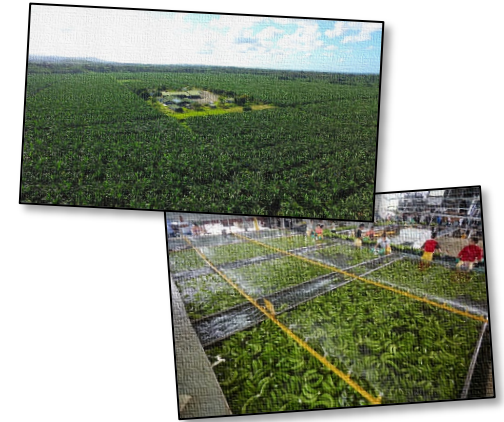
Madd de Casamance



**INNOVATE
FOR A
GREEN
FUTURE**

**WORLD
INTELLECTUAL
PROPERTY DAY
2020
APRIL 26**

#worldipday
wipo.int/ipday
youtube.com/wipo



Banano de Costa Rica



Scotch Whisky



Grana Padano

https://www.wipo.int/ip-outreach/en/ipday/archive/ipday_2020.html

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A new geographical indication: *Madd de Casamance*

- *Madd de Casamance* is an interesting example of **how GIs can support the environmental, social and economic dimensions of sustainability** and the **transition to a green future**.
- As a collective endeavor, **GIs have the potential to support efforts to scale-up environmentally sustainable practices**, which might otherwise be more difficult to achieve with individual companies.





Recognition and valorization of emblematic products and traditions



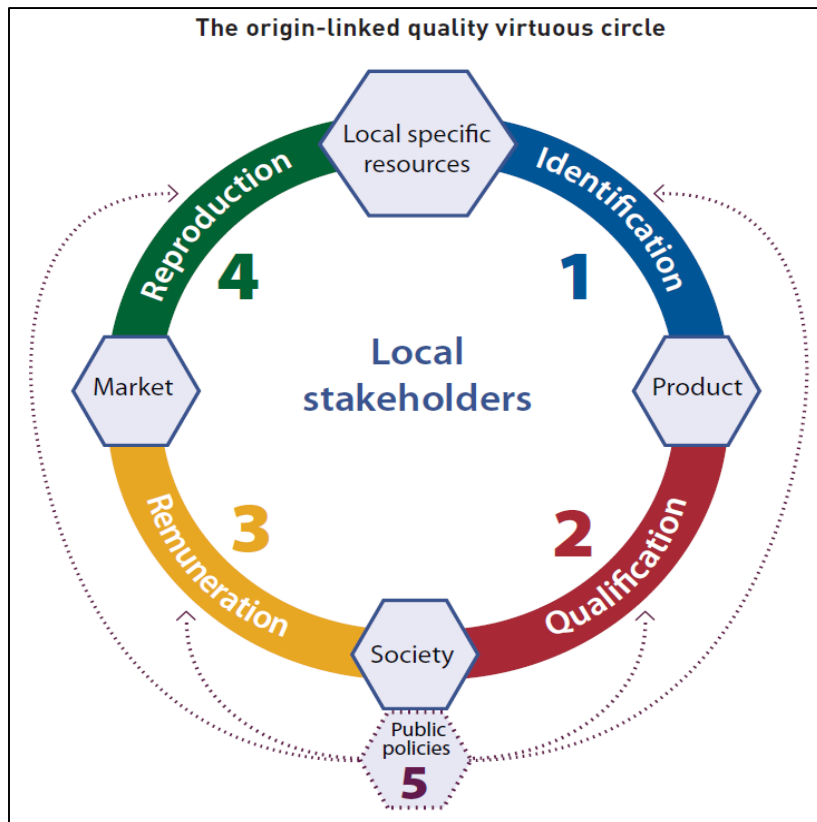
GIs are not a magic tool ...



**... they require a collective effort
at several levels**

SYNERGI/FAO Virtuous Circle: a methodology for sustainable AOs/GIs

SYNERGI/FAO Virtuous Circle for GIs is a methodology which indicates the necessary steps to respect for the setting-up of GIs at the national level:



- 1) **Identification**: assessment of potential (link to the origin)
- 2) **Qualification**: establishment of collective organization, code of practice, control
- 3) **Remuneration**: marketing aspects
- 4) **Reproduction of local resources**: ensuring sustainability
- 5) **The role of public policies in the overall process**

See: <http://www.fao.org/food-quality-origin/accueil/fr/>

Main elements of GIs

- **Geographical name or traditional name** identifying a good from a specific region
(exclusion: generic names, common names of product)
- **GI = collective IP right**
→ **Group of producers**
(inclusiveness & decision making process)
- **Producers need to agree on a regulation/ book of specifications**
(information on tipicity of the good linked to geographical origin (“beyond Norms/Standards”), history, plan of control, etc.)
- **Control & ev. certification**

Collectivity of Producers

Role of the Collectivity of Producers

- **The GI product is the heritage of a community of producers, which has created the reputation of the product, based on specific know-how and practices.**
 - *GI can be qualified as a voluntary standard whose technical specification is decided by the local community of producers*
- **Such local community need to be organized and should comprise:**
 - *stakeholders involved at all stages of production that confer quality or reputation to the product: raw material producers, processors, traders*
- **Association can benefit of the support of local public authorities**

Control and Certification Systems

Why quality control, certification ?

- To keep the promise to the consumers
- To protect producers and processors who make the effort to work on quality:
ensuring that quality (and quality efforts) are consistent by all
- To avoid free riders
- To satisfy state / government regulations

GI Registration/Protection

Variety of means to protect geographical indications

■ *Sui generis* legislation



■ Trademark system (collective/certification marks)



■ Administrative systems (labelling, etc.)

■ Legislation on unfair competition

GIs: Scope of Protection

- Protection against use of the GI on goods:
 - not having the corresponding origin, or
 - not respecting the requirements included in the book of specifications
- Protection against misleading use of the GI or against undue exploitation of its reputation
- Protection against use in translation or with expression such as “style”, “kind”, etc.
- Protection against subsequent registration of trademarks
- Often protection against becoming a generic term
- Often unlimited protection (without need for renewal)

Possible risks for a non-protected GI

- Producers outside the zone may use it and benefit from the reputation of the origin product ("**free-riding**")
- Third parties outside the zone may register the indication as **trademarks** and prevent the protection of the GI
- The name of the origin product might be transformed into a **generic term**
(common name of a given kind of product)

An African Success Story : PENJA PEPPER

Recognition and Protection of the GI had an impact on:

- Increase of prices (3000 - 4000 FCFA → 13 000 FCFA)
- Increase of cultivated area (100 ha → 500 ha)
- Increase of production (1/2 ton/ha → 1 ton/ha)
- New job opportunity, stabilization of workforces (30 producers → 300 nurseries, producers, distributors)
- Improvement in the local economy with benefits in term of education and health systems in the region

But...

- Preservation of quality / typicity of the product
- Enforcement and protection in national and export markets



Risk of abusive uses and free-riding of reputation



How to Strengthen Business Competitiveness of Origin- Based Quality Products?



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PAMPAT
.TN



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Département fédéral de l'économie,
de la formation et de la recherche DFFR
Secrétariat d'Etat à l'économie SECO



ORGANISATION DES NATIONS UNIES
POUR LE DÉVELOPPEMENT INDUSTRIEL

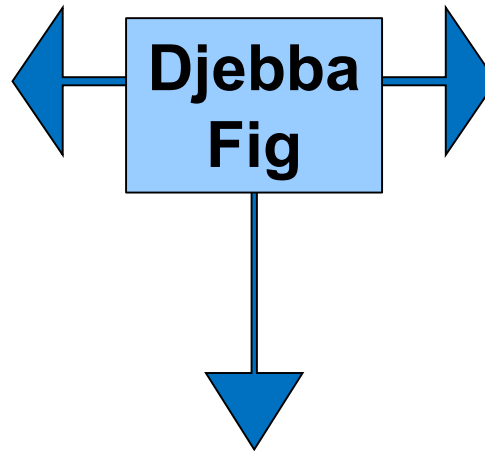
© N. Ackerman, ONUDI

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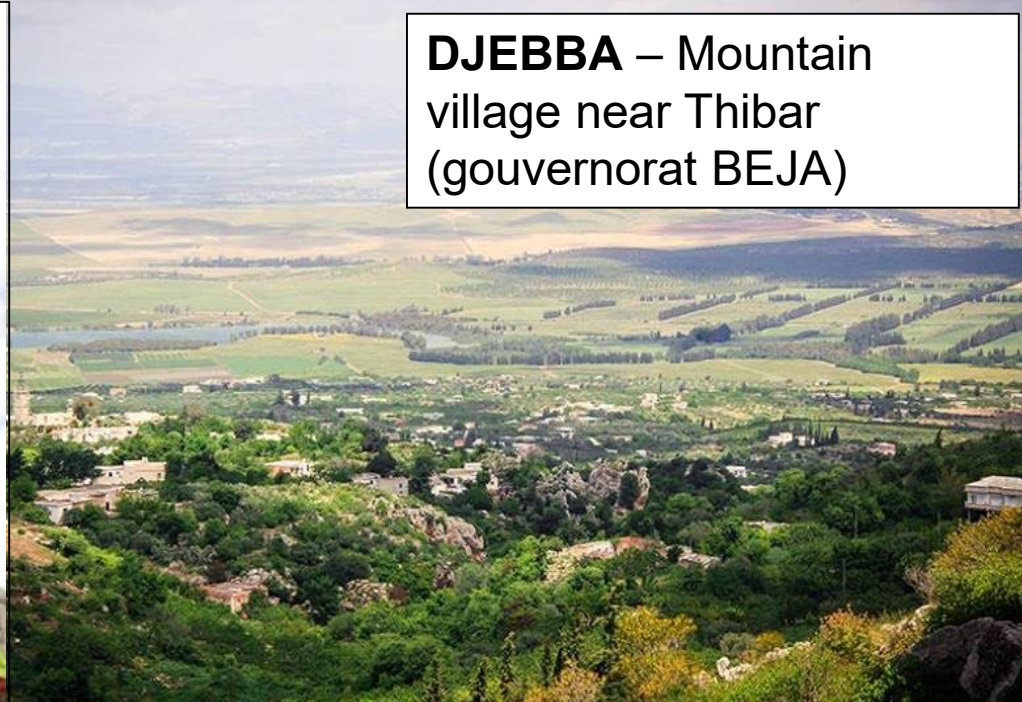
La Figue de Djebba



**FIRST PDO (GI) FRUIT
IN TUNISIA SINCE 2012**

© N. Ackerman, ONUDI

DJEBBA – Mountain
village near Thibar
(gouvernorat BEJA)



**MAIN PARTNERS:
DGPA /Min. Agriculture (leading role)
GIFRUILS**

Where is the "Djebba Fig"?

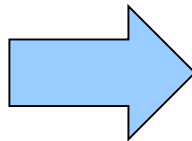


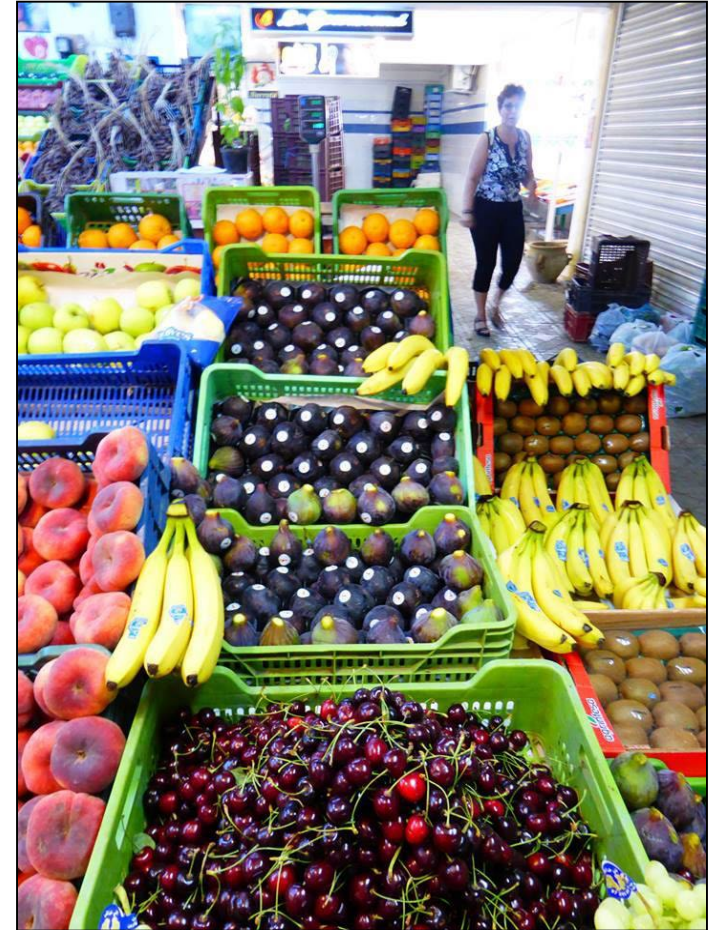
EASY.... With a GI-brand!



GI "Djebba Figs": "Labelization"

- At the beginning, 800 farmers did not labeled their figs
- In 2014, they started to labialize their figs (acceptance to meet the requirements of the Book of Specifications)



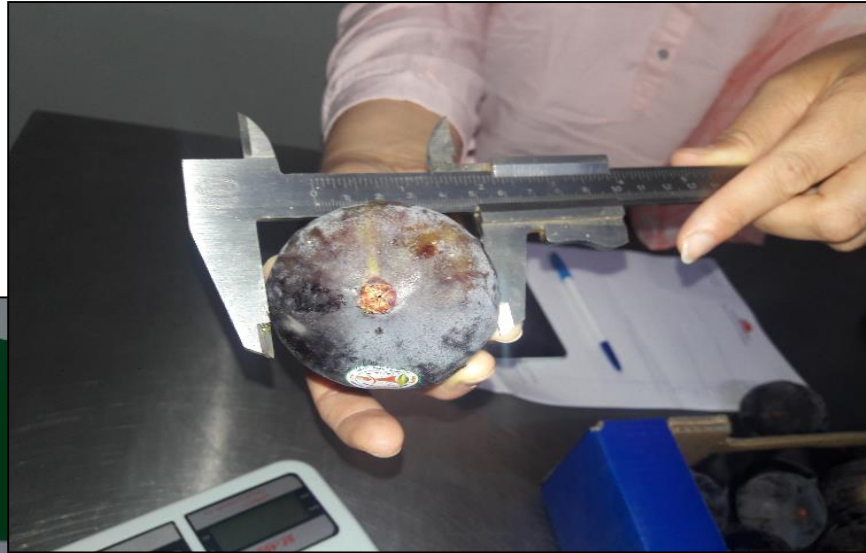


Since 2016, traceability of the GI "Djebba Figs"

- Farmer
- Field
- Lot
- Date of packaging



Since 2017, Control and Certification of the GI "Djebba Figs"



In 2018, Creation of the *Association djebbaoise* in charge of the local management of the GI "Djebba Figs"



International Trade of GI "Djebba Figs"



Qatar



France (Paris)



Dubai

Promotion of GI "Djebba Figs"

Qatar



Carrefour

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GI "Djebba Figs" in the Media

HIGOS & FIGS
el primer portal del mundo del higo

Guía de Marcas Acerca de En España En el mundo Nutrición y sal

Los higos de Túnez ya tienen su Denominación de Origen

POSTED ON 12 NOVIEMBRE, 2014

Los higos producidos en la región de **Djebba**, en Túnez, a partir de ahora incorporarán en todo el proceso de

FIGS FROM A TO Z: 26 INTERESTING THINGS TO KNOW

From Adam and Eve to the Zibad variety, all about the many types of figs in the world: from their history to the benefits of figs, 26 facts and figures to know.

BY CAROLA TRAVERSO SAIBANTE ON OCTOBER 24, 2014

Adam and Eve. According to the Bible, Adam and Eve used fig leaves as a type of 'bikini'. And they are not the only famous couple associated with this fruit...

Baked. In the United States, the consumption of fresh figs has regained popularity in recent years. Fresh figs are not only eaten fresh, but also used in bakery. For example in a cake made from goat's cheese or as a topping for a type of flatbread together with Parma ham and rocket leaves.

Cleopatra. The Egyptian queen loved them so much that she died for them: the asp that killed her was carried in a basket of ripe figs.

Djebba. The Figs of Djebba, named after this region of Tunisia, received the CDO controlled designation of origin in 2012. One of the most vigorous varieties of figs, 'Bouhouli' as they are called, have a bright blue-purple coloured skin.

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S. PELLEGRINO
YOUNG CHEF 2018
FOR
LAST NEWS



GI "Djebba Figs" & Gastronomy

2016: IHET
Sidi Dhrif



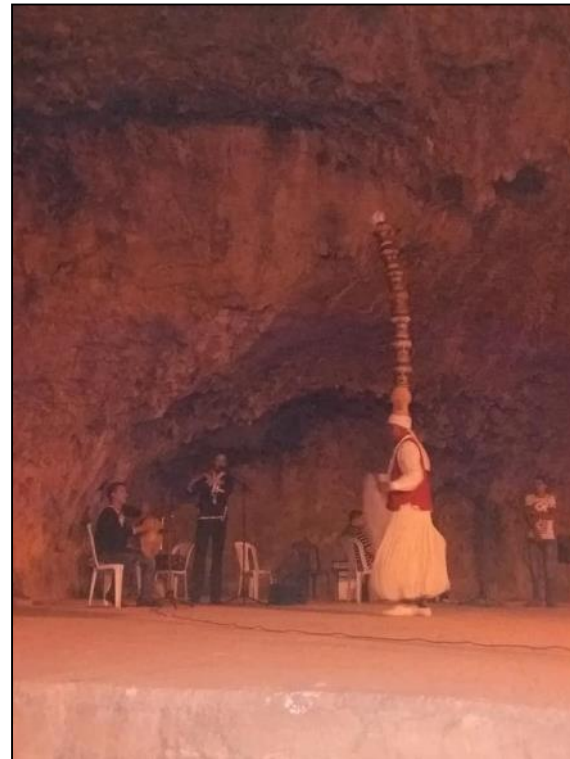
2018: RESTAURANT LE BAROQUE



National Cooking Academy



Since 2017, Yearly Festival of GI “Djebba Figs”



GI "Djebba Figs" & Agrotourism

IMPACT:

Twice more visitors since 2015



International Protection of AO(GI) “Djebba Figs” (Tunisia) at the heart of local development



Lisbon International Registration – **AO 1155** دجبة شايذ / Figs de Djebba



Thank you !

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