



# **Building Successful Collective Value-chains in Agribusiness**

**Regional Forum on Innovation and Intellectual Property  
as Engines for Competitive Agribusiness:  
Empowering Women Researchers and Entrepreneurs in  
Africa**

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# Introduction

- Linking to the end market & knowledge of the needs and concerns of actors in the supply chain is key in marketing agriculture and agro-based products
- Problems and challenges faced by producers and small traders
- Need for branding, protecting brands with appropriate IP tool
- Explain the benefits of protected origin brands
- Elaborate the use of IP tools in building successful value chains using the Ethiopian Fine coffee experience as an example

# Benefits of IP & branding tools in Agribusiness

- **Distinguish** a product from similar products
- Capture and further build **good will and reputation**
- Impart a **message of quality** and tell stories to consumers and develop their **understanding and association** of the brands to products and services
- Ensure **uniform** use on all products offered to the international market
- Help to ensure **authenticity** and enhance **quality** to maintain brand promise

# Benefits of IP Tools & brands in capturing and strengthening value of agriproducts

- TM,CEM,COM & GI provide for **economy of scale**-registration cost, advertising cost, enforcement etc.,
- **Increase marketability** and commercial **value** of a product
- Create and promote **image and brand**
- Help to develop and implement **common marketing and promotion strategy**
- Maximize **income** from intrinsic value of products
- **Prevent unauthorized** persons, damage & loss of good will

## Experience of Ethiopia

- Ethiopia produces some of **the finest coffee** in the world but gained very little. There was also a problem of mis-appropriation
- **Trade mark applications** filed and TM registered
- Use of **licensing strategy**
- **Achievements**

## Reasons for success

- Distinctive characteristics of the fine coffees
- Ownership and involvement of key stakeholders
- Support of development partners & licensees
- Linkage to the growing global specialty market
- Increased knowledge and demand, brand recognition and association

**Thank you very much  
for your attention!!  
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