

MANAGING GEOGRAPHICAL INDICATIONS: ROLE OF PRODUCERS & OTHER PARTIES IN AFRICA

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INTRODUCTION

- GI a useful marketing tool used by producers in a number of countries
- Potential in using GI in Africa but little is done
 - ❖ Distinctive products that have link to geographical origins
 - ❖ Products and unique characteristics known at the international market and fetch a higher price
 - Little benefit
 - Cases of misuse and misappropriation of GI
- Recent encouraging developments



ENCOURAGING DEVELOPMENTS

- Increasing awareness of GI
- Countries/ producers have embarked on or are in the process of protecting and managing GI.
Examples include:
 - Ethiopian fine coffee
 - Kenyan tea
 - Uganda vanilla
 - Zanzibar clove
- Ongoing initiatives include Uganda cotton, Tanzania Arabica coffee and OAPI program



ETHIOPIAN FINE COFFEE

- Ethiopia produces some of the finest coffee in the world that are well recognized and demanded at the international coffee market
- Developed and implemented an IPS involving stakeholders
- Quality control & traceability mechanisms



KENYAN TEA



- Kenya produces some of the finest tea that commands a demand at the international market
- Demand relates to distinctive characteristics that are linked to geographical origin
- No or inadequate recognition
- KTB developed a mark, secured CM and defined requirements and standards
- Eligible users include tea producers



UGANDAN VANILLA



- Distinctive characteristics of the Product linked to geographical origin
- No or inadequate recognition, little benefit
- IPS including rules and requirements developed involving producers and other stakeholders
- Application filed for protection of the geographical origin
- Ownership and use of GI
- Management of GI



ZANZIBAR CLOVES



- Major export earner
- Means of livelihood of people
- Has unique characteristics and demand
- Distinctive characteristics linked to the geographical origin of the product
- Framework Proposals developed & Accepted
- Follow up measures taken



ROLE OF PRODUCERS & OTHER PARTIES IN DEVELOPMENT OF IPS, MANAGEMENT & PROMOTION OF GI

- Identification of distinctive characteristics of the product, determination of the link with geographical origin and demarcation of territory
- Choice of appropriate IP tools
- Determination of countries where protection will be sought for
- Development of rules and standards
- Filing of application
- Overcoming challenges such as opposition



ROLE OF PRODUCERS , PAS & OTHER PARTIES IN DEVELOPMENT OF IPS, MANAGEMENT & PROMOTION OF GI

- Maintenance of Title
- Definition of eligible users including rights and obligations
- Monitoring compliance/ensuring product conformity
- Maintain and enhance quality/Quality control and inspection at different levels
- Promotion of GI and product
- Monitoring infringement and taking enforcement actions



CHALLENGES IN PROTECTING , MANAGING & PROMOTING GI

- Lack of awareness of the significance of GI, need for protection, management & promotion
- Lack of or inadequate knowledge of legal regimes by producers and relevant stakeholders
- Inadequate capacity to identify distinctive characteristics of products, understand supply & value chains, develop and implement IP /GI strategy
- Lack of organization of producers, weak or non inclusive organizations



CHALLENGES IN USING RELEVANT IP TOOLS IN PROTECTING , MANAGING & PROMOTING GI

- Difficulty in bringing together and unifying diverse stake holders
- Lack of or inadequate resource in protecting, managing and promoting GIs-
Cost involved in the protection, management, promotion of GI
- Lack of capacity to monitor infringement and enforce IPR
- Expectations that GI will bring change soon



CONCLUSION

- Huge potential to use, protect and manage GI but...
- Role of producers critical but not organized/weak organizations
- Need to :
 - Create and strengthen awareness
 - Organize and strengthen producers Associations
 - Build producers capacity in managing and promoting GI
 - strengthen national legal framework & link it with Int.IPS
- Need for government, International organizations & development partners support



**Thank you very much
for your attention!!**

