

# The Management of Geographical Indications

National Intellectual Property Center of Georgia – Sakpatenti

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# Map of Georgia

Basic Facts:

Capital - Tbilisi

Location - Eastern Europe

Population - 3.75 Million

Area - 69 700 km<sup>2</sup>







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## Georgia – Cradle of Wine”

8000 Vintages

- La Cité du Vin – Museum of Wine Civilization and History in Bordeaux, France
- 14000 km<sup>2</sup>
- Digital Technologies
- Exposition of Georgian Wine 31 July – 30 November, 2017



# Protection of Georgian Wine Brand Names

## Appellations of Origin and Geographical Indications – Historical Overview

➤ Aleksandre Chavchavadze (19th c. 20s) - *Tsinandali, Napareuli, Mukuzani*

➤ Jacob Mar (19th c. 30s) - Mar wines in Guria

➤ Ivane Bagrationi-Mukhraneli (19th c. 70s) - *Mukhrani, Dampali*

➤ Zakaria Jorjadze (19th c. 70s) - *Sabue ...*

➤ Luarsab and Dimitri Kipiani – Kipianis Wine (hereinafter *Khvanchkara*)

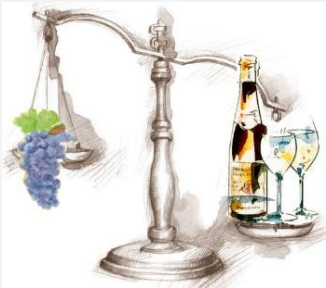
➤ The Emperor Estates (19th century. 80s) - a TSINANDALI, Napareuli, Mukuzani, TELIANI, mukhrani, Vachevi ....

➤ Samtrest (1929-1950) - more than 60 denomination



# Legal Framework

- **1998 – The Georgian Law on Vine and Wine**
- **1999 – The Georgian Law on Appellations of Origin and Geographical Indications of Goods**
- **1999 – The Georgian Law on Trademarks**
- **2002 – Presidential Decree on the protection of designation of origin**
- **2003 – Orders of The Minister of Agriculture on registration of PDO wines**
- **2003 – Orders of The Minister of Agriculture on state control on production of PDO wines and wine brands**
- **2003 – Order of The Minister of Agriculture on the procedures for determination of the new viticulture zones**





# Georgian Registered AOs and GIs

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- 46 AOs and GIs (since 2005)
  - 18 Wines & 1 Spirit
  - 11 Cheeses and Dairy Products
  - 8 Mineral Waters
  - 8 Agricultural Products and Foodstuffs



# Foreign AOs or GIs protected in Georgia

- **Lisbon Agreement for the Protection of Appellations of Origin and their International Registration (Georgia is a party since 1999)**
- **EU-Georgia Agreement on Mutual Recognition of Geographical Indications of Agricultural Products and Foodstuffs (entered into force on 1 April 2012);**
- **Association Agreement & Deep and Comprehensive Free Trade Area (DCFTA) with the European Union (EU)**
- **Bilateral agreements**





# Protection of Georgian AOs or GIs abroad

- In 28 countries of the world **under the Lisbon agreement** (18 wines and 2 mineral waters);
- In 28 EU countries **under bilateral agreement and AA** (18 wines & 16 other products);
- In some CIS countries **under bilateral agreements or direct registrations** (wines);
- In USA, China and in other countries on the basis of **certification marks** (some wines)



# Benefits of GI System

- **Economic** – growth of demand, added value, new markets, tourism development;
- **Protection of nature** - conservation of local species, biodiversity, landscape;
- **Social** – engaging the population in the single chain of production, fair distribution of added value, increase of incomes and facilitation to keep the local population in place.



# State Control of GI Wines in Georgia I

## Organization of Official Control

- **Competent Authority – Ministry of Agriculture of Georgia**
- **Controls can be carried out at any stage of production, processing, distribution**
- **State Control Body (production, processing) - National Wine Agency**
- **State Control (market, distribution) – National Food Agency**
- **State Control is based on identified risks, business owner's past compliance record and any information which might indicate non-compliance**



# State Control of GI Wines in Georgia II

## Scope of Control and Control Stages

- **Scope of the Control – Verification of the GI wines' compliance with the product's specifications**

## Control Steps

- **Vineyard – Cadaster Software**
- **Harvest Monitoring**
- **Wine – Certification (Organoleptic and laboratory analysis)**
- **Wine Stock Monitoring (based on notifications regarding wine stocks)**
- **Market – Surveillance**





# Vineyards Cadaster





# Certification of GI Wines

- **Certification of AO Wines in Georgia is mandatory**
- **Chemical analysis of AO Wines are carried out by accredited laboratories**
- **Organoleptic tastings are carried out by Permanent Degustation Commission (blind tasting)**
- **Inspection can be carried out before and after certification (checking the samples)**





# Georgian Wine Export Statistics 2016

1. Russian Federation 27 222 076 m bottles;
2. Ukraine 5 811 050 m bottles;
3. China 5 299 149 m bottles - **increase 98%**;
4. Kazakhstan 3 393 435 m bottles;
5. Poland 2 329 820 m bottles.



**\*Total export – up to 50 m bottles of wine (0.75 L)**



# Plans & Challenges

- To increase engagement of private sector in managing and controlling of AOs & GIs
- To assist associations of producers to elaborate proper marketing strategy
- To explore new export markets for AO & GI products to better benefit from added value
- To deal with enforcement of Georgian AOs & GIs in foreign markets



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# THANK YOU!

**Any questions?**

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