



IGE | IPI

Eidgenössisches Institut für Geistiges Eigentum
Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property

Geographical Indications as a tool for sustainable development

Perspectives from the Swiss technical cooperation



Source: Sahabat Cipta



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Reto Meili,
Project Coordinator, International Cooperation

Swiss Federal Institute of Intellectual Property
www.ipi.ch/reto.meili@ipi.ch



International cooperation projects implemented by the IPI

- Bilateral projects, usually with a duration of 2 – 5 years
- Mostly financed by the Swiss State Secretariat for Economic Affairs (SECO) and in some cases by the IPI itself (budgets between 0,5 and 2 mio USD)
- Direct counterparts: government entities of partner countries in the global South
- Beneficiaries : IP Offices, civil society organisations, private sector actors
- Technical assistance and training, relying on national and international expertise
- Thematic focus areas: defined by the national counterparts of each partner country, to meet their development needs. The IPI can cover requests for support in all IPRs
- All current projects have GI components!



Where do we see the potential of GI certification for sustainable development?



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GI potential outside of Europe

- Importance of the agricultural sector in most developing countries in general → GIs offer an opportunity for product differentiation and de-commodification
- High degree of biodiversity in many countries of the South → GIs offers an opportunity for such countries to protect unique local resources
- Cultural diversity and a rich cultural heritage in many countries of the South results in a high degree of living cultural expressions such as handicrafts

How do GIs contribute to local sustainable development?

- Improved producer cooperation and lower transaction costs through a collective market strategy
 - Trade opportunities beyond commodity market (segment of unique, origin-based, high quality products)
 - Support inclusive growth (local ingredients and a local production process → opportunities for local value chains and small-hold producers)
 - Better share of added-value along the supply-chain
 - Empowerment of producers of raw materials
 - Linkages with sustainable tourism
- alignment with the UN Sustainable Development Goals (GIs particularly contribute to SDG 12 on responsible consumption and production, among others)

Some conditions for the success of a GI

- The product is sufficiently specific and unique (not substitutable)
- The product is well known in the country of origin and / or abroad, thus there is an established market demand prior to certification
- Strong legal framework (legal base and enforcement) in the country
- There is a strong GI management organisation (ownership of producers / processors) doing consistent quality control and certification

Thank you for your attention

Questions? Comments?

Reto Meili

Swiss Federal Institute of Intellectual Property

www.ipi.ch / reto.meili@ipi.ch