



# PROMOTION AND PROTECTION OF LOCAL PRODUCTS IN DEVELOPING COUNTRIES - THE ROLE OF THE STATE

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# Protection of products at place of origin

## What is required?



Illustration designer (icons): Constanza Rodríguez

# Chile

## Chile, it's place in the world



# Chile

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# Chile

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## Attributes



- Chile is the longest country in the world (4.329 km);
- Chile is very narrow (445 km maximum);
- Chile has a set of climates and natural features;
- Chile has a large variety of local products “*made in Chile*”.

# Chilean products

## Legal framework



Paine Watermelon (GI)/Sandía de Paine (IG)

- Special laws for some products: Pisco, Pajarete, Vino Asoleado and Winery Zoning (under the regulation of Ministry of Agriculture);
- International treaties signed by Chile;
- General system established under Chilean Industrial Property Law (This system is administered by INAPI)

# Seal of Origin Program —

*Adding value to traditional chilean products*

# Seal of Origin Program

## Description



- Seal of Origin program was launched in July 2012;
- A joint initiative between the IP Office of Chile (INAPI) and the Ministry of Economy;
- The Seal of Origin itself as a certification mark;
- The Seal of Origin program includes: GI, AO, certification and collective marks
- **Product to market proposal:**
  - (a) Promotion, preservation, protection and development of traditional and unique products of Chile;
  - (b) Strengthen relationships within local communities.



# Catalogue of protected products

2012 - 2022



- **38** products protected;
- Including: crafts, agricultural products, fresh and processed products, sea products;
- Diverse interconnected entities: local governments, municipalities, producers associations, artisans associations and other local groups.

# Catalogue of protected products

## Areas of concern

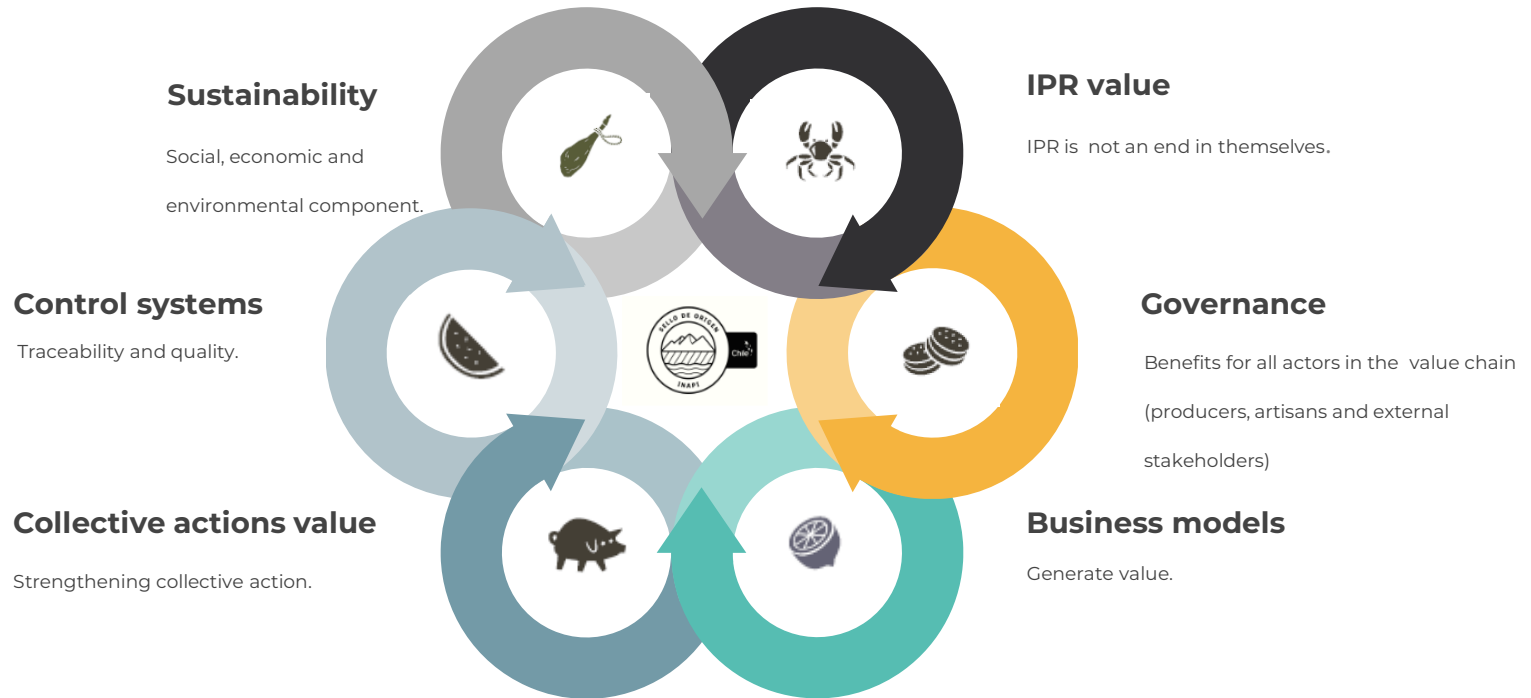


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# The role of the State

## Relevant information



Lluta Corn (GI)/ Maíz de Lluta (IG)

- Most products are located in rural and isolated areas;
- 7 out of 38 local products are located in impoverished areas;
- Most products derive from family based subsistence farming;
- Traditional and ancestral knowledge;
- Covid pandemic effects.

# Active role of the State

## Why is it important?



- **BECAUSE**, there are living traditions or expressions, inherited from our ancestors and passed on to our heirs;
- **BECAUSE**, Protected local products can promote the social capital through collective actions;
- **BECAUSE**, Protected local products can mobilize local economies;
- **BECAUSE**, Protected local products can generate a relationship between the communities and their specific terrain/*terroir*;
- **BECAUSE**, Protected local products can be part of an integral territorial development strategy.

# The role of the State

## Necessary actions



Salt of Cahuil, Boyeruca, Lo Valdivia (AO)/  
Sal de Cahuil, Boyeruca y Lo Valdivia(DO)

- Coordinated and comprehensive work is required from different government agencies (Agriculture, Economy, Tourism, Culture, etc.);
- Active support (education/ training);
- To promote alliances between producers and artisans with academic and research institutions;
- Provisions for public policies for local territorial development that consider local products protected under IPR.

# Final insights



- Protection systems for local products require concrete actions that promote their strategic use;
- The active role of the state can contribute to the building of bonds of trust between the different actors linked to local products;
- Local success can contribute to improving local economies and overcoming poverty in developing countries;
- It is important not to forget: **“They can't do it alone” (producers and artisans)** (Luis Fernando Samper, international consultant, INAPI+Origin 2021)



Thank you!

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