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

Worldwide Perspectives on Geographical Indications
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Protection of products at place of origin

**What is required?**

**To educate**
Producers, artisans, etc.

**To know**
Local products, communities.

**To protect**
Legal framework, promotion of protection tools.

**To understand**
Traditions, cultural heritage

Illustration designer (icons): Constanza Rodríguez

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Chile

Chile, it's place in the world
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

- 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.

Pastries of La Ligua (GI)/Dulces de La Ligua (IG)
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.
IPR is not an end in themselves. IPR value benefits for all actors in the value chain (producers, artisans and external stakeholders).

Governance: Benefits for all actors in the value chain (producers, artisans and external stakeholders).

Control systems: Traceability and quality.

Collective actions value: Strengthening collective action.

Sustainability: Social, economic and environmental component.

Business models: Generate value.

Catalogue of protected products

Areas of concern

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The role of the State

Relevant information

• 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

- 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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