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# **The GI policy in Georgia**

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**Montpellier, France**

**GEORGIA** is situated at the junction of eastern Europe and western Asia



# Georgia - Cradle of Wine

❖ Georgia - 8 000 years of unbroken tradition of winemaking

❖ 525 indigenous grape varieties





8000 vintages

La Cité du Vin – Bordeaux, France

Georgian wine exhibition 31 July – 30 November,  
2017



# National IP Center of Georgia



# Sakpatenti

A governmental independent agency, with own budget

Determination the state policy in the field of IP

Administering all IP rights including GIs

Representation of Georgia in the WIPO and other International Organizations

Examination of applications, issuing titles of protection and keeping the register

Raising public awareness

# Related organizations

The Ministry of Environment Protection and Agriculture

National Food Agency

National Wine Agency

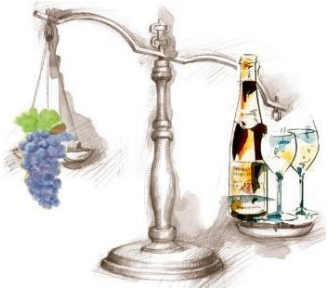
# Legal Framework

1998 – The Georgian Law on Vine and Wine

1999 – The Georgian Law on Appellations of Origin and Geographical Indications of Goods

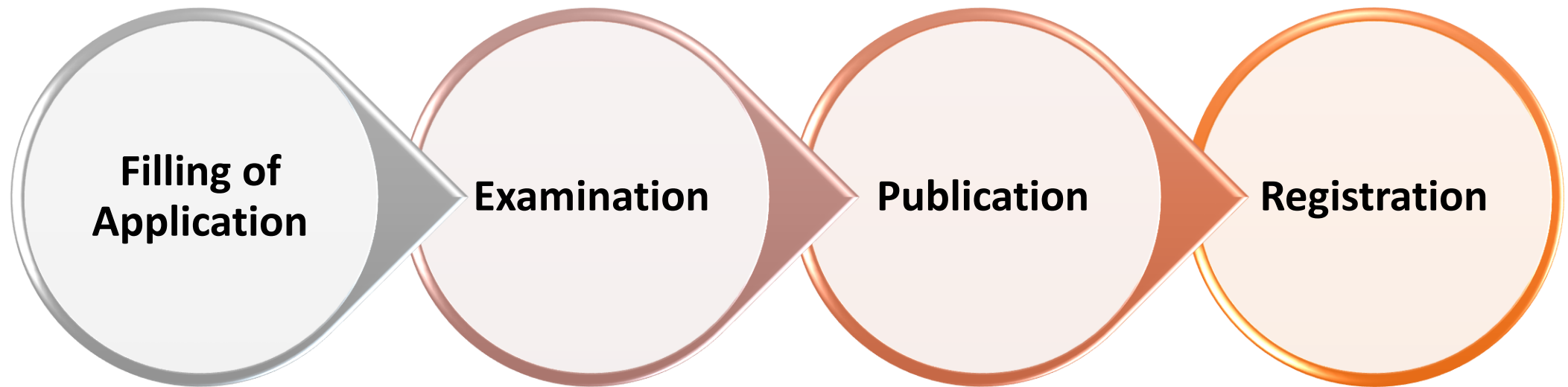
2002 – Presidential Decree on the protection of designation of origin

2012 - Food/Feed Safety, Veterinary and Plant Protection Code





# Registration Procedure





# QVEVRI - ქვევრი - handicraft



- ❑ is the first non-agricultural product
- ❑ Qvevri wine-making method was approved by UNESCO with the status of intangible cultural heritage, which indicates the uniqueness of this method and is a message to the whole world that wine is an inseparable part of ancient Georgian culture
- ❑ The originality of Qvevri is based on numerous contemporary research, historical sources and archaeological artifacts and represents an intellectual product of the Georgian people, a specimen of applied art, which has found industrial development.

# Monitoring of Protected GI's

## **Internal Control**

Covers all stages: Production, manufacture, processing;  
Traceability

## **External Control (outside of GI area)**

Controlling of Market  
Internet

## **Promotion**

**Advertising Campaign, including on the internet**

# Protection of Georgian AOs or GIs abroad

In 29 countries of the world under the Lisbon agreement (18 wines and 2 mineral waters);

Bilateral agreements EU, Switzerland, UK, Ukraine;

Direct registrations Russian Federation, Kyrgyz Republic, Kazakhstan and other countries;

In China, USA and in other countries on the basis of certification marks (some wines)





# 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)

Bilateral agreements EU, Switzerland, UK, Ukraine;



# Managing of Georgian GIs abroad

Promotion

Monitoring of markets

Enforcement actions



Khvanchkara vs Kvanzkali

Kindzmarauli vs Kinzmali (Estonia)







# Georgian Wine Export Statistics 2021

In 2021 **107 million bottles** of wine were exported from Georgia to **62 countries**

**35% was Protected by Appellation of Origin**



# International partners

WIPO

EU

FAO

ori**GI**n

# Current actions

Switzerland - Georgia Intellectual Property Project (GESIP)

Modernization of legislation

ori**GIn** Georgia

# 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 on foreign markets



Thank you for your attention!!!

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