International Cooperation on Geographical Indications (GIs): EU funded projects

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OVERVIEW

GI ACTIVITIES IN NON-EU COUNTRIES
• The EUIPO works closely with the European Commission to:
  
  i) improve IP systems in non-EU countries

  ii) facilitate/implement FTA negotiations;

  iii) level the playing field for EU businesses

• EU policies support (on trade, cooperation, development, neighbourhood, etc…)

• The EUIPO implements EU external actions: 11 projects since 2012

• The EUIPO co-funds on average 30%

• Geographical Indications one of the IPR covered

  7 active projects: 44 M EUR
  EUIPO contribution: 11M
EU FUNDED PROJECTS – GEOGRAPHICAL COVERAGE

Projects cover 79 countries
9 EUIPO staff in 7 countries
ACTIVITIES CARRIED OUT IN EU FUNDED PROJECTS BY EUIPO

• **PROMOTION** of GI systems, and of specific GIs

• **TECHNICAL ASSISTANCE** and exchange of good practice regarding GI laws and GI administration practice, as well as TM laws and practice to safeguard strong GI protection,

• **TRAINING** to build capacities of stakeholders to effectively implement GI protection (examiners, producers, control bodies, practitioners, and enforcement authorities)
TARGET AUDIENCE AND OUTPUTS

Target audience

- IPOs: 31%
- Policy level: 37%
- Enforcement authorities: 6%
- GI producers: 20%
- Other: 6%

Outputs

- Recorded webinar: 1%
- Promotional material: 2%
- Training docs: 6%
- Study: 10%
- Guidelines: 13%
- Legal doc: 6%
- Other outputs: 6%

- 8 studies
- > 35h
- > 200
WHAT HAS BEEN ACHIEVED?

- New or reformed GI legislation and registration frameworks
- Share EU practice in relation to GIs and TMs
- Countries joining the Geneva Act of the Lisbon Agreement
- GI protection agreements / FTAs supported
- GIs groups supported (creation, specifications, applications)

→ EUIPO gained in-house capacities on GI policy and implementation, insights into GI producers challenges, extensive network of stakeholders
RESULTS OF ACTIONS IMPLEMENTED BY EUIPO

HIGHLIGHTS
HIGHLIGHTS: GI LAWS AND REGISTRATION FRAMEWORKS

- Draft sui-generis law on GIs for Nigeria
- GI Model Law, Regulations and Forms for CARIFORUM countries
- Studies on feasibility of sui-generis GI legislation in Philippines, Brunei
NATIONAL CONFERENCE ON CREATING LEGAL AND INSTITUTIONAL FRAMEWORKS FOR GEOGRAPHICAL INDICATIONS IN NIGERIA

Abuja, Nigeria
17-18 February 2022

OPENING CEREMONY

Oluwemilade Onyeama
Hon. Minister Federal Ministry of Industry, Trade and Investment

Dr. Mohammad Abdullahi
Hon. Minister Federal Ministry of Agriculture and Rural Development

Geoffrey Onyeama
Hon. Minister Federal Ministry of Foreign Affairs

Malami Abubakar
Hon. Minister Federal Ministry of Justice

Otunba Adeniyi Adeyemo
Hon. Minister Federal Ministry of Industry, Trade and Investment

Amb. Mariam Katagum
Hon. Minister of State Federal Ministry of Industry, Trade and Investment

Daren Tang
Director, General of the WIPO

Ignacio De Medrano
Head of International Cooperation at EUIPO

John Clarke
Director, European Commission, Agriculture and Rural Development

Titilope Ojo
Master of Ceremony
HIGHLIGHTS: ACCESSION TO GENEVA ACT OF LISBON AGREEMENT

- Technical assistance for Lao PDR
- Technical exchanges with Mexico
HIGHLIGHTS: GI PROTECTION AGREEMENTS SUPPORTED

- EU-China GI Landmark Agreement 100+100
- EU-CARIFORUM EPA / GI negotiations
- EU-Peru and Colombia / Mexico / Mercosur TAs
- EU-Singapore FTA
- EU-Vietnam FTA
HIGHLIGHTS: TAILORED TRAINING FOR SPECIFIC STAKEHOLDERS

WEBINAR
TRADEMARKS AND GEOGRAPHICAL INDICATIONS: SYNERGIES, CONFLICTS & CASE LAW ANALYSIS

21 October I 09:00 - 11:00 AST I ZOOM

SPEAKERS

LIVE WEBINAR!
MANAGING GI SYSTEMS: SPECIFICATIONS & CONTROLS
26 & 27 JAN
9:30 - 11:30 AST

This webinar aims to raise awareness of GI specifications and controls among producer groups, national standard setting bodies and related agencies/stakeholders, and exchange knowledge of the key role of control bodies/competent authorities in the management of a GI system.

SPEAKERS

REGISTER NOW!

Working Group meeting in the framework of the EU-China Action Plan on customs enforcement of IPR
HIGHLIGHTS: PENJA PEPPER SUPPORTED

Poivre de Penja

Country/ies of origin Type
Cameroon Protected Geographical Indication (PGI)

Priority date File number Product type Basis of protection
18/09/2020 PGI-CM-02635 Food EU register

Status Product category
Registered Class 1.8. Other products of
HIGHLIGHTS: GI GROUPS SUPPORTED
HIGHLIGHTS: E-LEARNING COURSES FOR ALL PUBLICS

Protecting OLPs using GIs

GI e-learning for India

Available courses

Geographical Indications eLearning for India

- all available socio-economic development
- strengthened legal protection
- increased trust in consumers enabling increased GI trade
- facilitated learning on your own pace

This e-learning course is available for the general public given to potential as a tool for further education and international coordination.

1. A general understanding of the role of geographical indications in a functional framework: transformation of GI from its role as a tool for trade and local promotion into a global trade system.
2. Development of a marketing strategy that can be used by GI-product groups and communities to increase their products in a global and protected system.
3. Complete data on origin and quality.

Part 1: Positive impact of GIs: Introduction

2.2.1 Positive impacts of GIs: Introduction

- General overview
- Session 1.1: Defining an OLP
- Session 1.2: Branding and promoting OLPs
- Session 2.1: Integrating IP tools in OLPs business strategy
- Session 2.2: Positive impacts of GI strategy
  - Part 1: Positive impact of GIs - Introduction
  - Part 2: Positive impact of a GI strategy
  - Part 3: Sustainability of GIs
- Session 2.3: GI protection strategy
- Session 3.1: GI specifications
- Session 3.2: GI control systems
- Session 3.3: Organisation of GI producer groups

There must be a need identified by the value chain stakeholders: there must also be market demand for the product, consumers must be aware of the OLP and its unique characteristics / quality and reputation and be willing to purchase the product. The reputation the product gains is due to its visibility in the market. There is need therefore for logos and other images representing the GI on packaging. Another consideration is the incorporation of social and environmental considerations in production, processing and marketing of the OLP.

A key factor to recall about the practical application of GIs in a business model for OLPs is that they are based on a collective approach, the identification and implementation of a GI management strategy, legal protection and on marketing and communication. Geographical indication protection, as with other types of PIs, establishes ownership of the right and allows for fighting against fraud, abuses, counterfeiting, etc., and are essential in existing and new markets.
WEBSITE and SOCIAL MEDIA ACCOUNTS

Supporting EU businesses around the world

https://internationalipcooperation.eu/en