

International Cooperation on GIs: EU funded projects

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July 2022

OVERVIEW

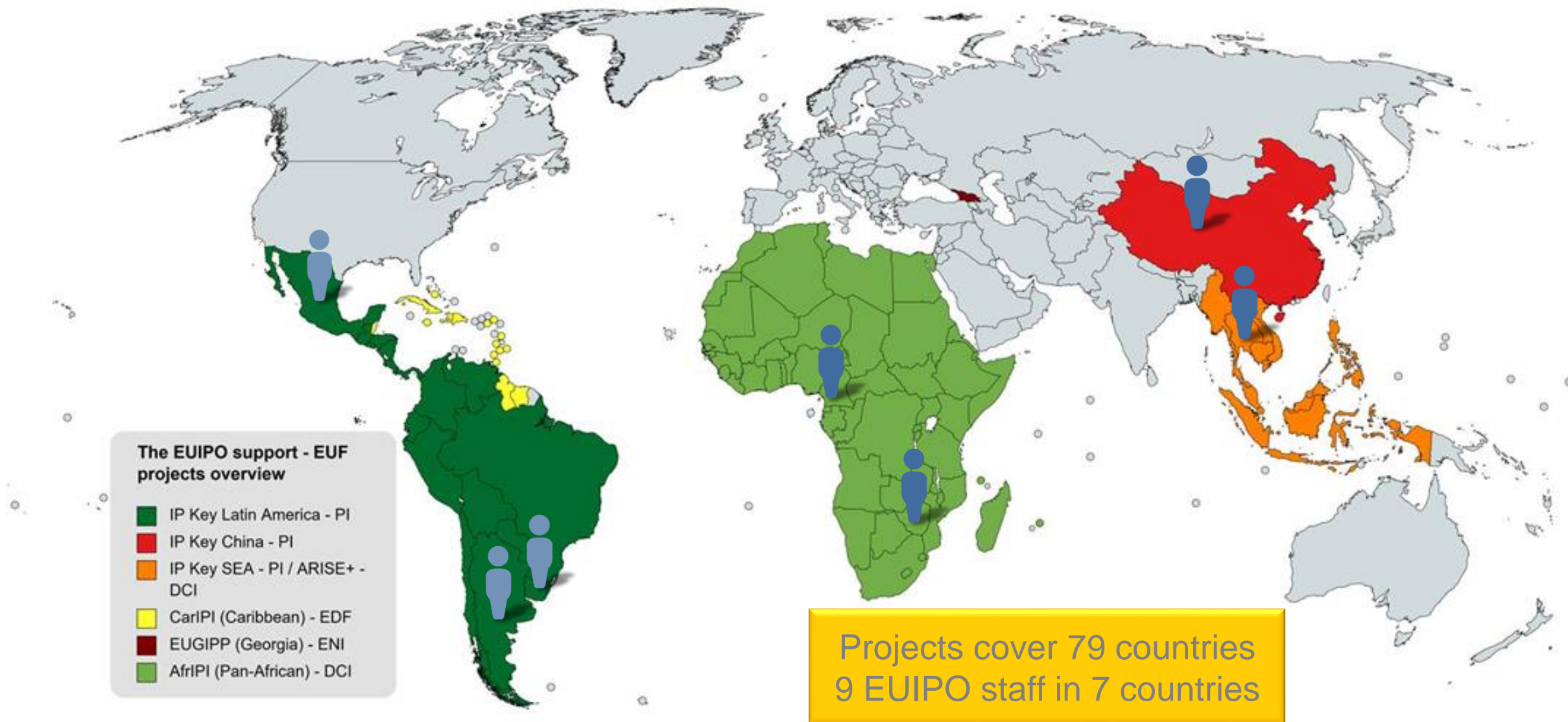
GI ACTIVITIES IN NON-EU COUNTRIES

EUIPO CONTRIBUTION

- **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

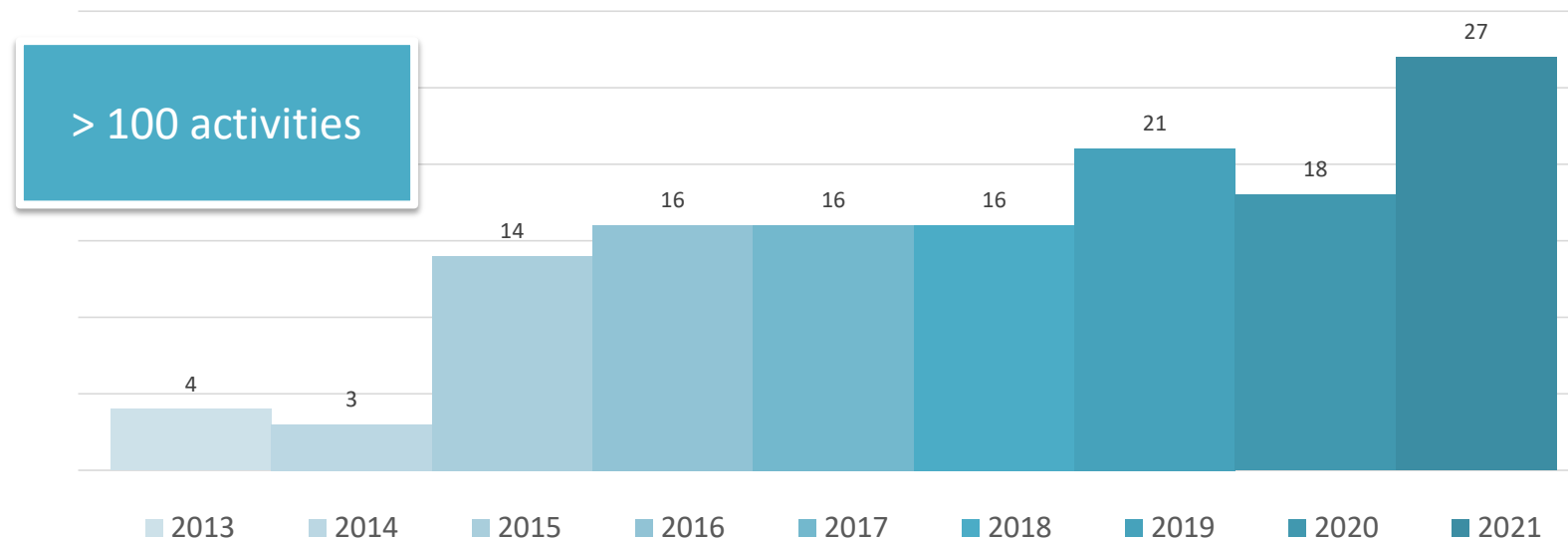
7 active projects: 44 M EUR
EUIPO contribution: 11M

EU FUNDED PROJECTS – GEOGRAPHICAL COVERAGE



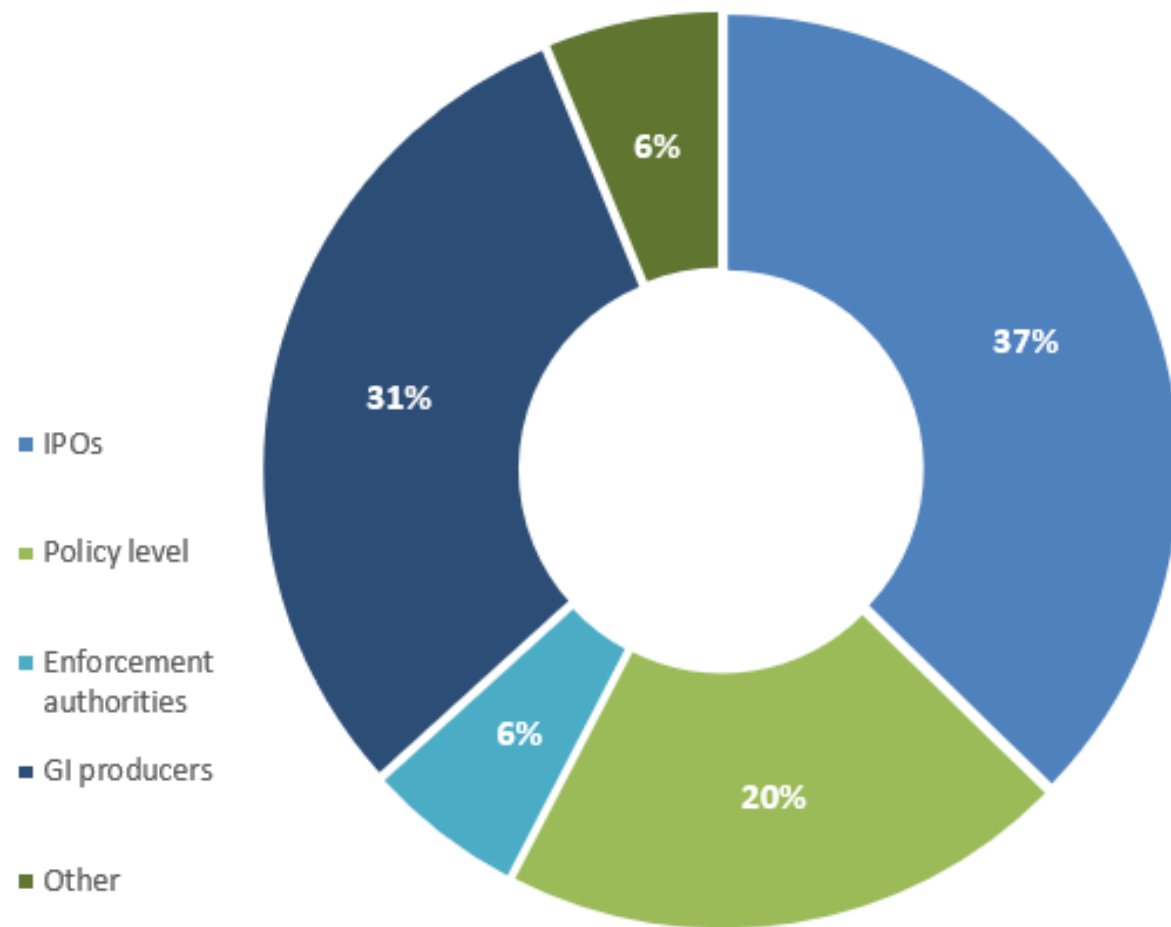
ACTIVITIES CARRIED OUT IN EU FUNDED PROJECTS BY EUIPO

- **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)

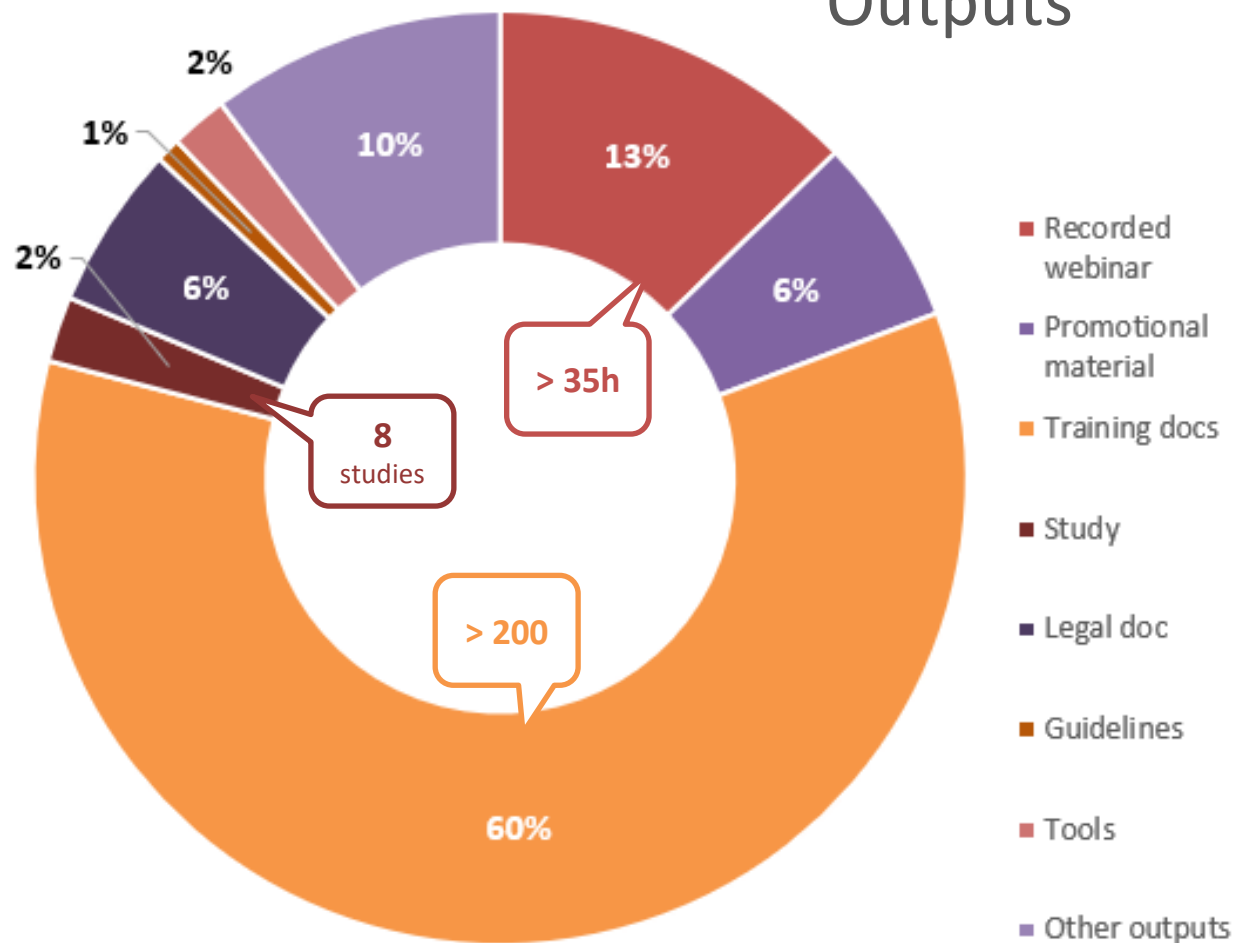


TARGET AUDIENCE AND OUTPUTS

Target audience



Outputs



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



**Oluyemi Oluleke
Osinbajo**
Hon. Vice President
Federal Republic of
Nigeria



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



**Dr. Mohammad
Mahmood**
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



**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 at 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
-

 **IPKey**

GEOGRAPHICAL
INDICATIONS AND THE EU-
SINGAPORE FREE TRADE
AGREEMENT (EUSFTA)



HIGHLIGHTS: TAILORED TRAINING FOR SPECIFIC STAKEHOLDERS

WEBINAR

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

21 October | 09:00 - 11:00 AST | 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



Audrey



Massimo



Wendy



Tomas

REGISTER NOW!



MODERATOR

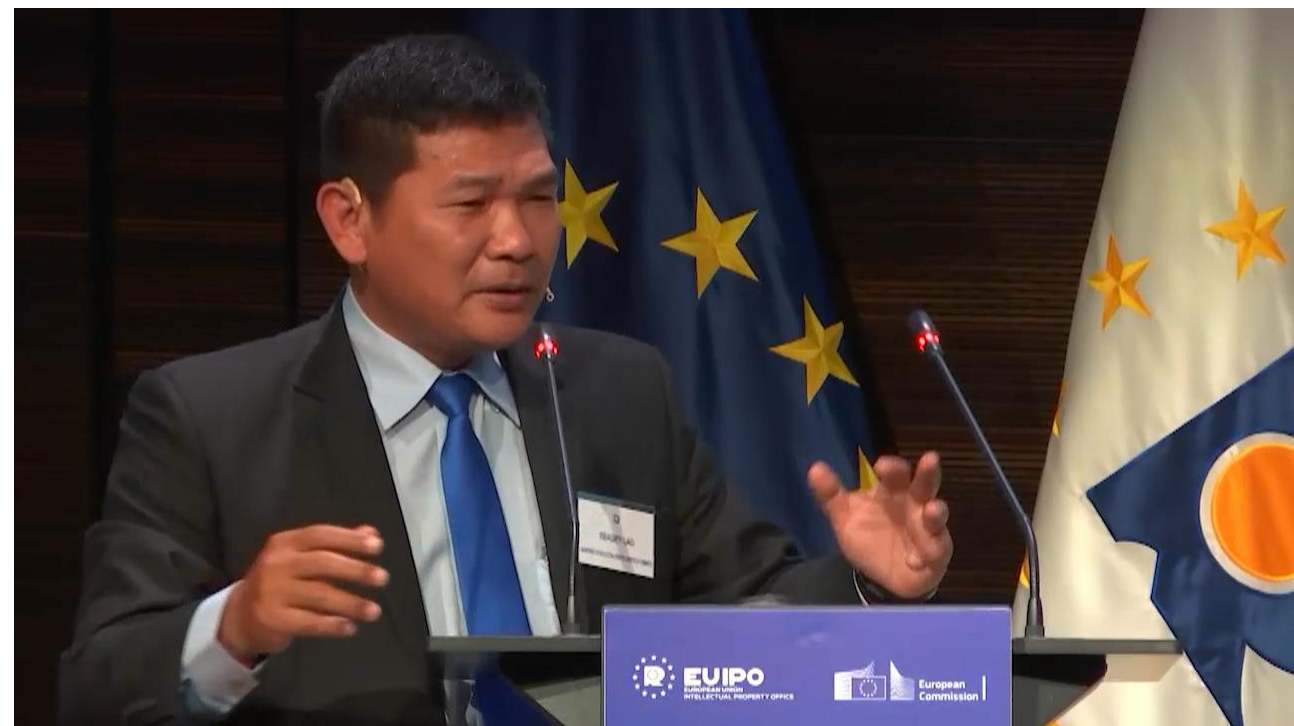


LILYBELLA
Executive Director
Jamaica

Working Group meeting in the framework of the
EU-China Action Plan on customs enforcement of IPR



HIGHLIGHTS: KAMPOT PEPPER REGISTRATION



HIGHLIGHTS: PENJA PEPPER SUPPORTED



GIview

English ▾



Country ▾

penja



Back to search res...



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

GI e-learning for India



EU-India Intellectual Property Cooperation

Username Password

Forgotten your username or password?

Search courses

GIs and you

Geographical Indications are an opportunity. Learn about them to leverage your business.

Available courses

Geographical Indications eLearning for India

This e-learning course can be marketed as a tool to:

- aid sustainable socio-economic development;
- strengthen the global system;
- create a GI-friendly environment enabling productive EU trade negotiations;
- help find common ground between states likely to support this system.

This GI e-learning course is a valuable asset for the general public given its potential as a tool for further education and GI commercialisation:

- It is aimed at GI stakeholders with the idea they set up a functional GI collective dimension, in order to succeed in accessing the GI market and integrating producers into the global trade system;
- It develops a marketing strategy that can be used by GI producer groups and communities to create an identity of which they can be proud and protected;
- It educates the public at large on:
 - means and methods to enhance local development and export potential by acknowledging the importance of respecting and developing IPRs;
 - the wide spectrum of IP, as the course covers GI interaction with other IPRs;
- It provides a comprehensive level available with free access;
- It encourages users to understand and navigate to exploit their product.

Click to enter this course



Protecting OLPs using GIs



Protecting OLPs using GIs

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



Part 1: Positive impact of Geographical Indications - Introduction

It is important to note that implementing an OLP business strategy using Geographical Indications (or other IP tools) will not solve all the problems a producers group may face nor will it open all possible markets. This is primarily because the success of any business is reliant on economic and market forces.

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.

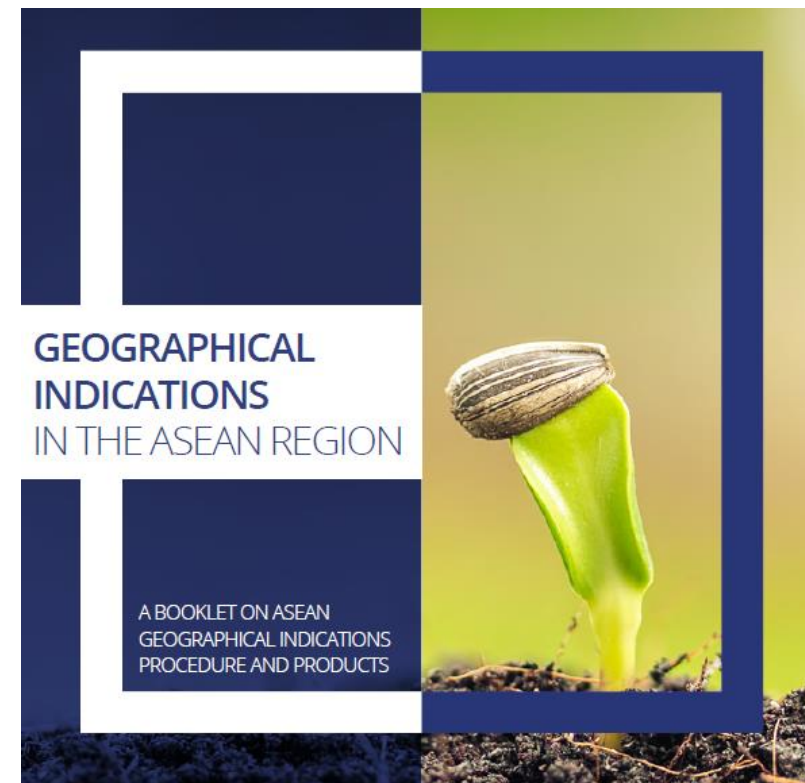
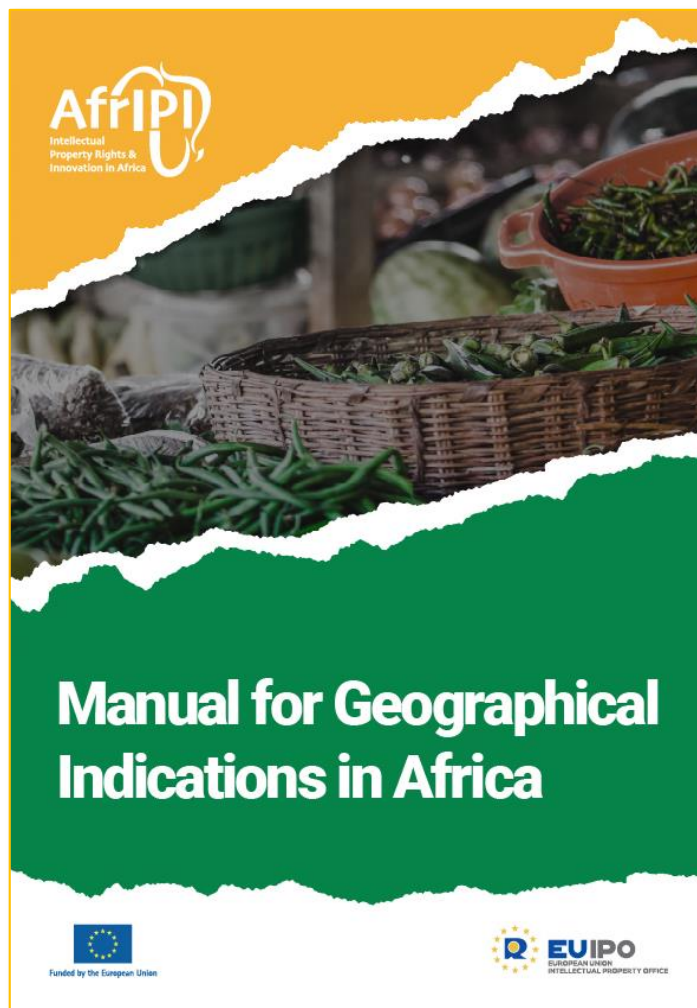
A key factor to recall about the practical application of GIs in a business model for OLPs is that they are based on a collective approach, the identification and implementation of a GI management strategy, legal protection and on marketing and communication. Geographical Indication protection, as with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



HIGHLIGHTS: GI PROMOTION – DATABASES, WEBSITES, BOOKLETS



The Pan-African
Geographical Indications
information hub



WEBSITE and SOCIAL MEDIA ACCOUNTS

Supporting **EU businesses** around the world



<https://internationalipcooperation.eu/en>

Linked 



 YouTube



www.euipo.europa.eu



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Thank you