









# Protection of Geographical Indications (GIs)













# Layout of the Presentation

A	Definition (What is a GI?)
7	Examples of GIs
	Protection
	Recommendations







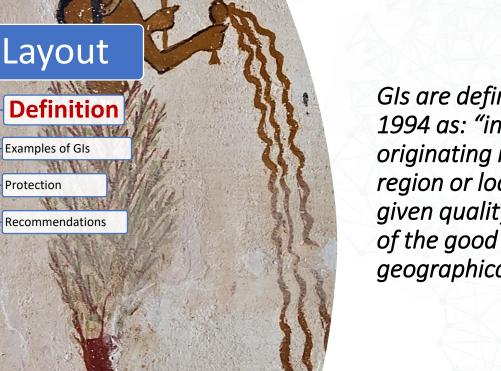


Protection









GIs are defined by the TRIPS Agreement in 1994 as: "indications which identify a good as originating in the territory of a member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin".







Layout

Definition

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# **Indications of sources and GIs**

- Indications of Source: any expression or sign used to indicate that a product originates in a country, a region or a specific place. They can therefore cover a broad scope. An indication of source <u>does not give</u> <u>any intrinsic guarantee of a specific quality or</u> <u>reputation (WIPO).</u>
- **GIs:** Indications which identify a good as originating in the territory of a member, or a region or locality in that territory, where a given <u>quality, reputation or</u> <u>other characteristic of the good is essentially</u> <u>attributable to its geographical origin.</u>







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Protected Designation of Origin (PDO) Strong / exclusive link with the geographical area Raw materials and production steps in the GA



Protected Geographical Indication (PGI) Raw materials from anywhere At least one production step in the GA



Traditional Specialty Guaranteed (TSG) (not a GI) Priority given to production methods / composition Raw materials and production steps from anywhere













# Layout Definition Examples of GIs Protection Recommendations PGI: Protected Geographical Indication













Layout	GI	PDO	PGI
- Definition Examples of GIs	Name	Identifies a product originating in a specific place, region or (exception) country	Identifies a product originating in a specific place, region or country
rotection	Link with the geographical area	Essentially or exclusive (natural/human factor)	Quality, reputation or other characteristics
Recommendations	Production steps	All in the geographical area	At least one in the geographical area
	Raw materials	All in the geographical area	Anywhere









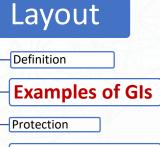




# Africa

Cameroon: Between the 2011 and 2012 campaigns, the price paid for Penja pepper to producers more than doubled and a minimum price was fixed. Producer incomes, production area and employment multiplied more than three times. Source: H. Barry, LadyAgri - 2019

Guinee: Ziama Macenta coffee has a higher price on the market, and the income of smallholders has increased from 18 to 58 percent, according to AU (GI Strategy 2018\_2023 ). Source: H. Barry, LadyAgri - 2019



Recommendations



Terre Exotique Poivre blanc

de Penja White

Penja pepper Cameroun















Recommendations







Value added of GIs













# Egypt

# Layout -Definition Examples of GIs

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Three products registered under GIs (Olives -oil, Figs and Grapes).



The income of concerned farmers increased by 30%, the crop selling prices increased by 65% while the costs of production decreased by 40%.















GIs are defined by the TRIPS Agreement in 1994 as: "indications which identify a good as originating in the territory of a member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin".













# Layout Definition Examples of GIs

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Gls are	What does that mean?	
indications	names of places	
	compound names	
	other names and non-geographical names are possible	
	logo, graphic or visual representation	
which identify a good	the indication must be understood by the consumer to describe a specific product	
as originating	the indication must show the consumer that the product has a particular origin	
in the territory of a country or	in a geographical place	
region or locality		
where a given		
quality of the good	specific chemical composition (sugar level, acidity, ingredients), physical attributes (size,	
	shape, colour, texture, appearance ), microbiological, organoleptic, etc.	
or reputation of the good	the public knows of the specific product originating in that place (agronomic literature,	
	newspapers, books, consumer survey)	
or other characteristic of the	other characteristics possible – such as traditional or indigenous knowledge.	
good		
is essentially attributable to its	the quality or reputation must be due to its origin. There is a link between the product	
origin.	and its original place of production.	
	the "essentially attributable" link can be due to environmental factors and/or the	
	traditions or skills or know-how of the local/indigenous population	
	The link to origin must be demonstrated or justified	













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Recommendations

### How to control origin-linked names

#### Labelling Laws and Listing Schemes

(e.g., listing the names of origin-linked products as having a reputation or traditional qualities)

#### **Trademarks**

- Individual trademarks (owned by a single specified natural or legal person)
- Collective trademarks (owned by a public or private group of more than one legal entity, associations)
- Certification mark (indicate products that meet defined standards)

#### **Geographical indication System**













#### **Geographical indication System**

#### Layout

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List of GIs in the territory An administrative process (verification process) Products specifications Control provisions applying to production Enforcement of the protection by appropriate administrative action

Legal provisions specifying the operators and the protection in place













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## List of Potential GIs in the territory

Egypt is rich with traditional knowledge which can be marketed to the wider world, given the appropriate protection provided.

- Cotton of Egypt
- Barki sheep of Matrouh (<u>http://www.gis-egypt.org/Media.aspx</u>)
- Figs of Matrouh
- Olive oil of Matrouh, of Sinai...
- Grapes of Barrani, of Fayoum
- Dates of Siwa, of Farafra, of Dakhla, of Bahariya...
- Apricots of Farafra, of Fayoum...
- Fayoumy chicken
- Watermelon of Matrouh
- Etc.

This protection offers new branding strategies for the differentiation of products originating from Egypt.

This protection can apply to Handicraft products also.

(http://www.gis-egypt.org/Media.aspx)













# **List of Potential GIs Matrouh**

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Agriculture: barley, mint, clover, summer watermelon, grape, olive, fig, date.

Fishery: sponges, pearl, coral reefs, mosa and tuna fishes.

Handicrafts: carpets (big size), hewala, bedouin klim, goblan (with draws).

Livestock: barky sheep.













# List of Potential Gis Fayoum

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## Bigawy chicken (Fayoum district)

Medical and aromatic plants (e.g. hibiscus, marjoram, chamomile, wormwood, peppermint, chrysanthemum) (Youssef el Seddiq and Ibshawy villages) Fayoumy grapes (Senours and Ibshawy villages) Apricot (Fayoum district)

Handmade carpet (Agmeen village); palm products (Al-Elam and Kaabi villages); pottery and ceramic products (Al Nazla and Tunis villages)













## An administrative process (verification process)

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Verifying that geographical indications identify a good as originating in a territory, region or locality of one of the parties, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin

http://www.gis-egypt.org/vocationalmaps.aspx













#### Legal provision:

#### Layout

- Definition

Examples of GIs

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The GI may be used by any operator marketing the agricultural product or foodstuff conforming to the corresponding specification;

#### The GI is protected against:

any direct or indirect commercial use of a protected geographical indication for comparable products not compliant with the product specification of the protected name, or in so far as such use exploits the reputation of a geographical indication;

any misuse, imitation or evocation, even if the true origin of the product is indicated or if the protected name is translated, transcribed, transliterated or used together with words such as "kind", "type", "style", "imitation", or similar words or expressions;

any false or misleading indication as to the provenance, origin, nature or essential qualities of the product, on the inner or outer packaging, advertising material or documents relating to the product concerned, and the packaging of that product in a container liable to convey a false impression as to its origin;

any other practices liable to mislead the consumer as to the true origin of the product concerned.



























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- To develop a strong legal protection and domestic GI system.
- To draft ad-hoc laws for GIs effective protection at national level.
- To identify the most appropriate modes of protection for GIs in Egypt (e.g., to protect GIs through a *sui generis* system, as an individual or a collective trademark).
- To identify and select the most suitable verification process (system of control) for Egypt.
- To declare the products as "public goods" and register those products under GIs or collective trademark.
- To select additional traditional products for registrations of additional Gls.
- To develop code of practices for selected agricultural GIs products.
- To reinforce organizational and institutional structures among producers.
- To establish association of producers for GIs registration.













## • Useful links

You could use the FAO web tool for identification of origin linked production and GI development potential at <u>http://www.fao.org/in-action/quality-and-origin-program/identification-tool/about-olq/en/</u>

#### Regulation (EU) No 1151/2012

http://eur-

lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2012:343:0001:0029:en:PDF

You could use the GI Web tool to download documents and maps on GI in Egypt <a href="http://www.gis-egypt.org/">http://www.gis-egypt.org/</a>

http://www.gis-egypt.org/Media.aspx



