



GIs in the EU: value, legal framework and enforcement

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EU Quality schemes

- **PDO: Protected Designation of Origin**
(foodstuffs and wines)
- **PGI: Protected Geographical Indication**
(foodstuffs and wines)
- **GI: Geographical Indication** (spirits)
- **TSG: Traditional Specialty Guaranteed**
(foodstuffs)





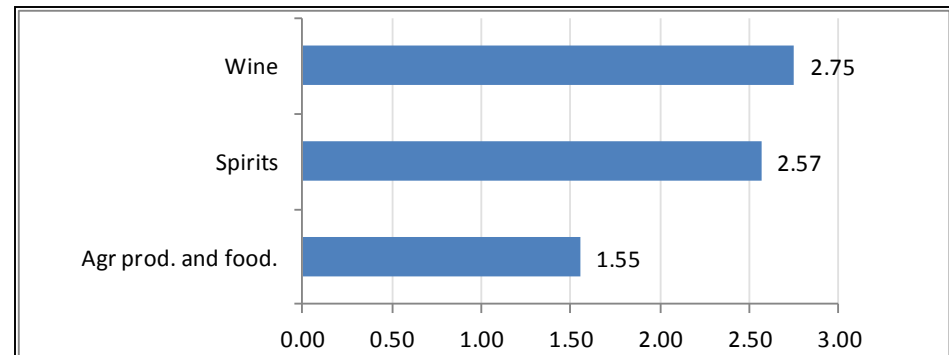
GI Value premium

The premium a GI can expect from the market, compared to non-GI products

→ on average, the price of a GI product is **2.23** times the price of a comparable non-GI products

/!\ does not reflect value added and profitability of the GI schemes as it does not take into account the additional cost of compliance with GI specifications

Value premium rate in the EU27 by scheme





European
Commission



GI sales and export value (2010)



- Estimate of EU GI sales value: **€54.3 billion** at wholesale stage in the region of production
 - 5.7% of the total EU food and drink sector
- Estimate of EU GI exports value: **€ 11.5 billion**
 - 15% of EU food and drink industry exports

EU GI legislation – main regulations

<ul style="list-style-type: none"> • Agricultural products and foodstuffs 	Regulation (EU) 1151/2012 on quality schemes for agricultural products and foodstuffs
<ul style="list-style-type: none"> • Wine 	Regulation (EU) No 1308/2013 establishing a common organisation of the markets in agricultural products
<ul style="list-style-type: none"> • Spirit drinks 	Regulation (EC) No 110/2008 on the definition, description, presentation, labelling and the protection of geographical indications of spirit drinks ← (this Regulation is in the process of replacement)
<ul style="list-style-type: none"> • Aromatised wine products 	Regulation (EU) No 251/2014 on the definition, description, presentation, labelling and the protection of geographical indications of aromatized wine products

EU GI legislation – some related regulations

<ul style="list-style-type: none">• Enforcement	Regulation (EU) No. 608/2013 of the European Parliament and of the Council of 12 June 2013 concerning customs enforcement of intellectual property rights
<ul style="list-style-type: none">• Agricultural products and foodstuffs	Commission Implementing Regulation (EU) No. 668/2014 of 13 June 2014 laying down rules for the application of Regulation (EU) No. 1151/2012 of the European Parliament and of the Council on quality schemes for agricultural products and foodstuffs
<ul style="list-style-type: none">• Wine	Commission Regulation (EC) No. 607/2009 of 14 July 2009 laying down certain detailed rules for the implementation of Council Regulation (EC) No. 479/2008 as regards protected designations of origin and geographical indications, traditional terms, labelling and presentation of certain wine sector products



Control & enforcement: Proposals for improvement

- **Cooperation** of national authorities in EU is **crucial**
- Make **control bodies and authorities contactable** by official channels
- Make **producer groups easily contactable** by official channels
- "**Risk based**" systematic market control system should be improved.
- Proposal for **EU-wide market control campaign** on GIs with focus on product type (e.g. "olive oil") or product (e.g. "Mortadella Bologna")

Overview of EU online GI databases & resources

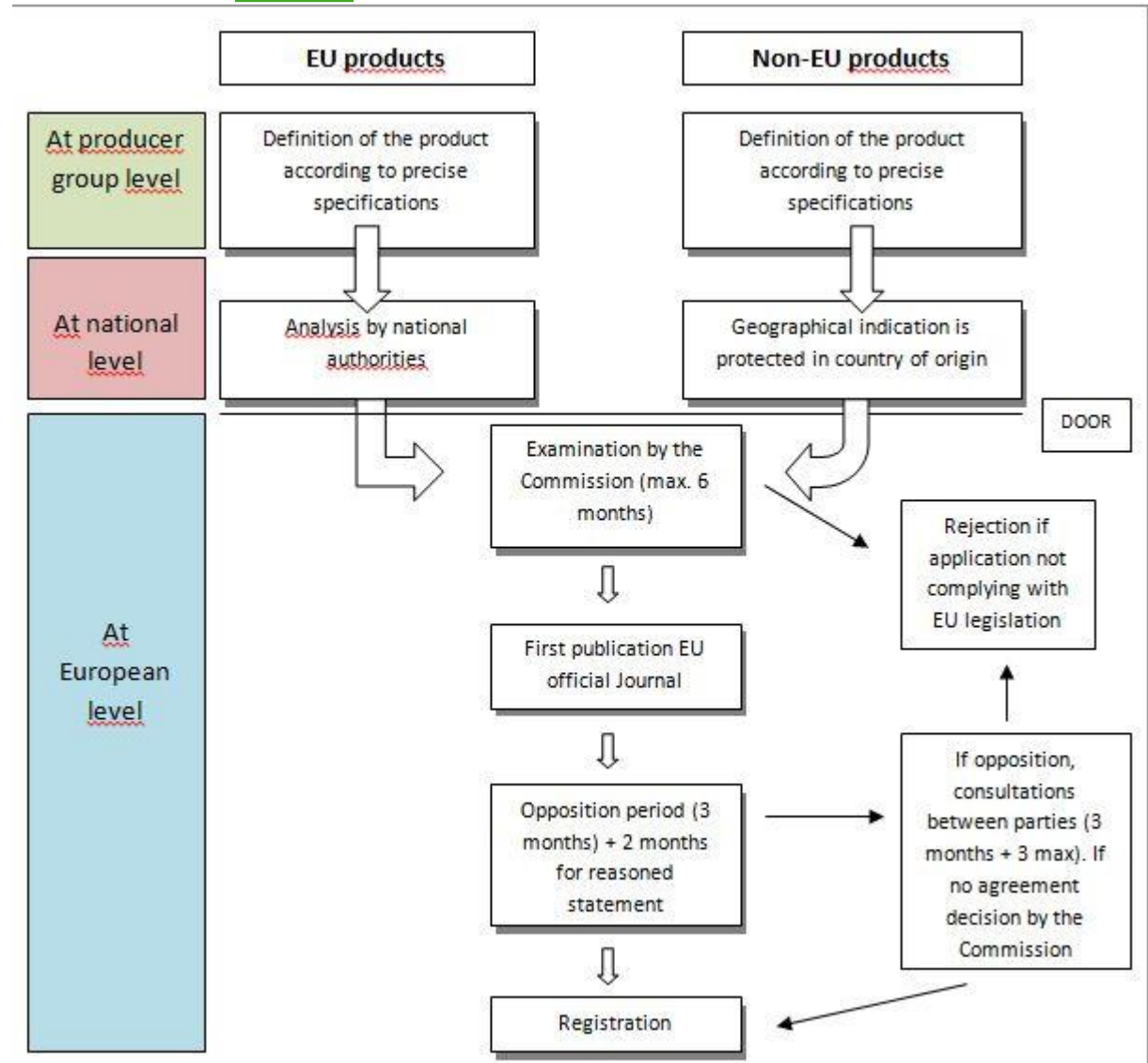
- DOOR: for agricultural products and foodstuffs
 - http://ec.europa.eu/agriculture/quality/database/index_en.htm
- E-Bacchus: for wine GIs names
 - <http://ec.europa.eu/agriculture/markets/wine/e-bacchus/>
- E-Spirit-Drinks: for spirits GI names
 - <http://ec.europa.eu/agriculture/spirits>

These tools will soon be replaced by:

- *E-Ambrosia : for all GI names*



Application of GI registration: the process

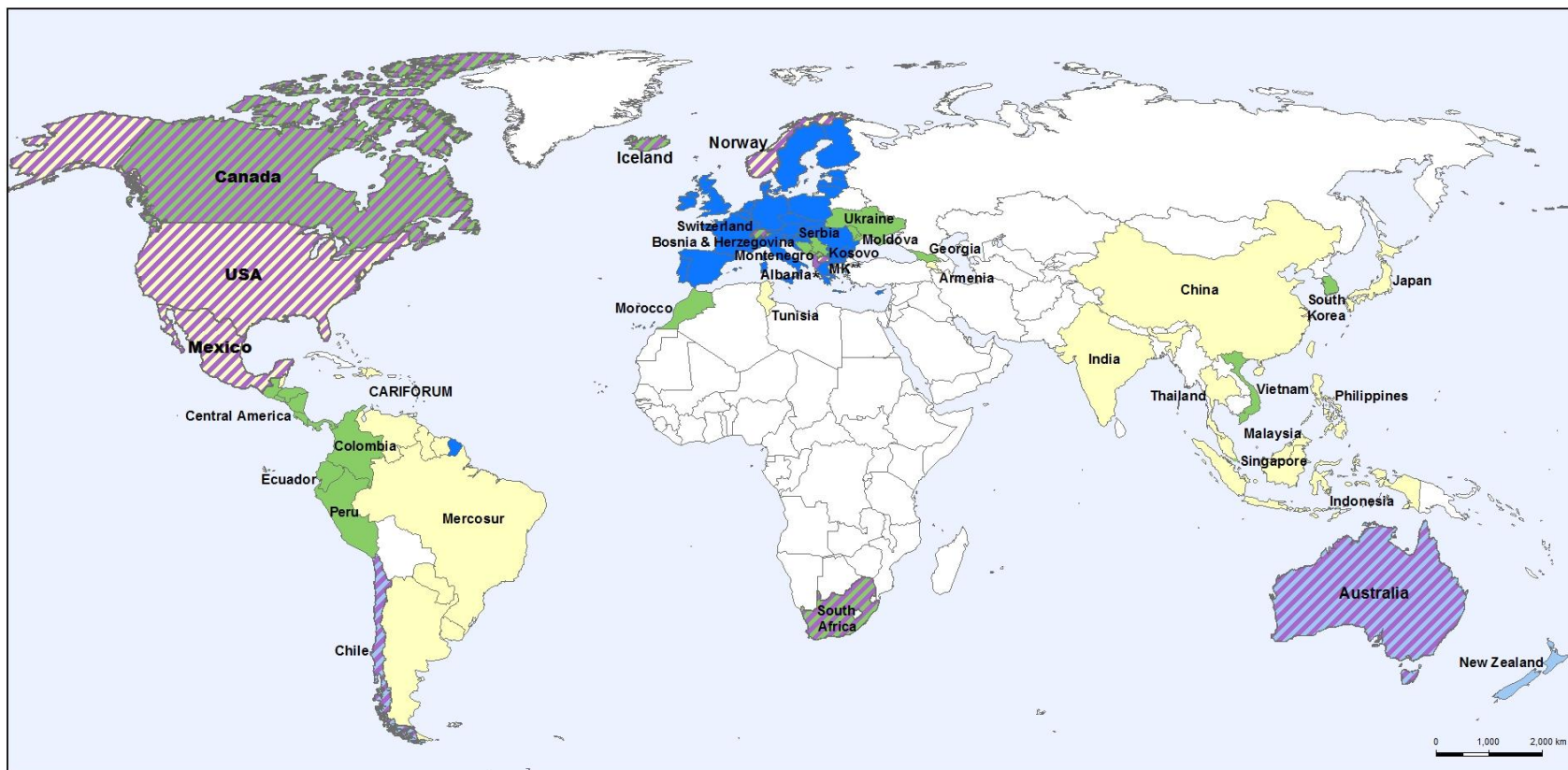




GIs in **EU-SADC Economic Partnership Agreement**

- ***Agreement in force since 10 October 2016***
- ***GI protection outlined in Protocol 3 of SADC EPA***
- ***Protocol 3 bilateral between EU and SA (for now)***
- ***EU protects 105 South African GIs***
- ***SA protects 251 EU GIs***
- ***Special Committee on GIs and Trade in Wines and spirits - monitoring body of Protocol 3***

GI Agreements of the European Union



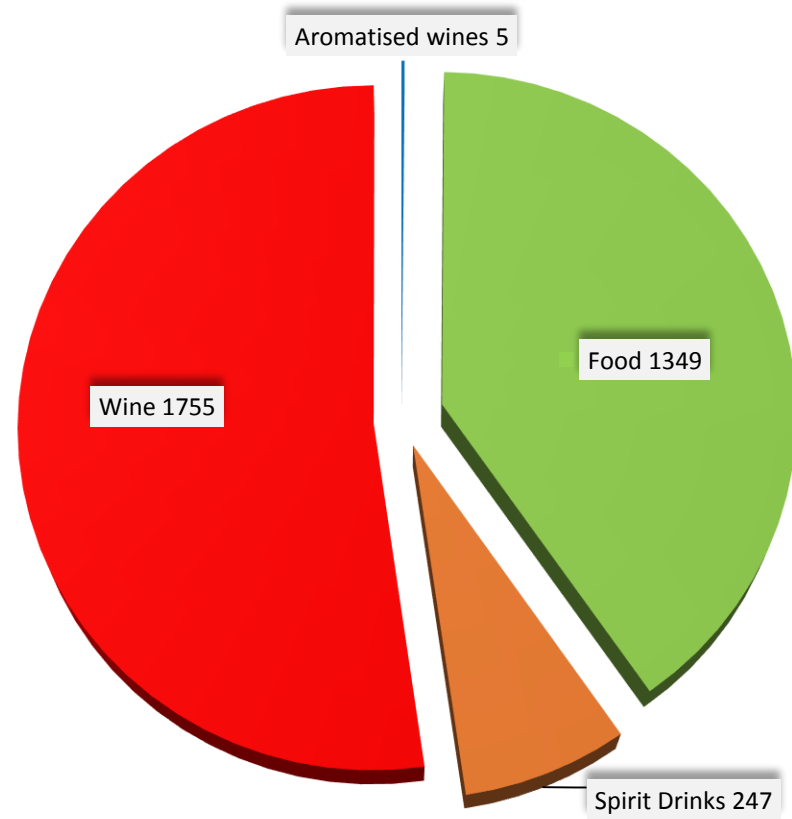
- GI agreements**
- Wines and/or Spirits GI agreement concluded
 - GI agreement concluded
 - Ongoing GI negotiations
 - Future GI negotiations

Source: European Commission

** this designation is without prejudice to positions on status, and is in line with UNSCR 1244/99 and the ICJ Opinion on the Kosovo declaration of independence.*

*** code that does not prejudice in any way the definitive nomenclature for this country, which will be agreed following the conclusion of negotiations currently taking place under the auspices of the United Nations.*

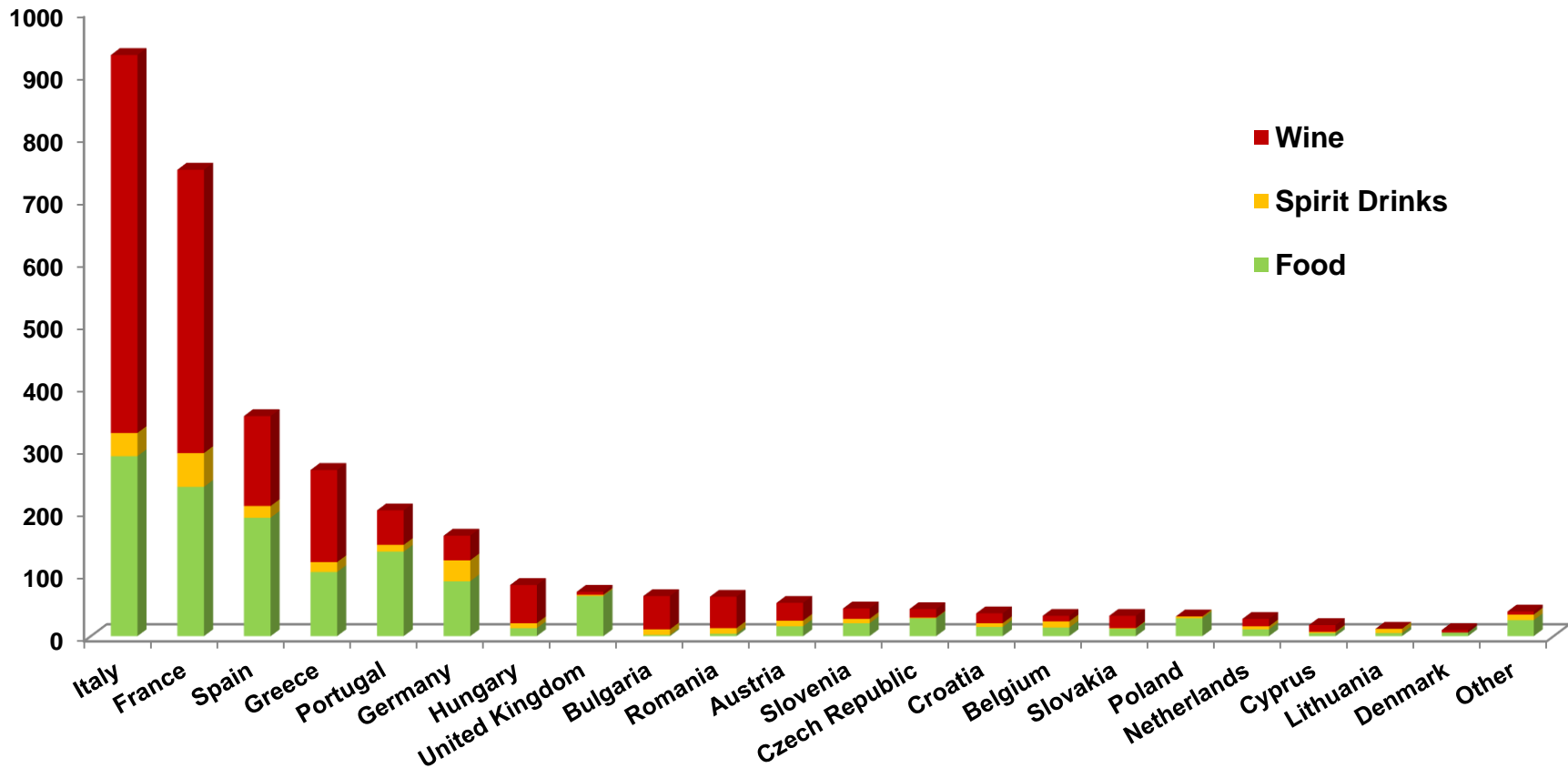
EU: Registered GIs by Sector - October 2017 (Total: 3.356)





European
Commission

Registered GIs by EU Member State





Cooperation of EU and AU on GIs

- **Objective = Develop a sound GI protection and promotion strategy**
- **2 dimensions of the Strategy = legal tools and support policies**
- **Several approaches existing in Africa (OAPI and ARIPO)**
- **Outcome of a consultative process**
- **Deliverable of the AU EU Summit 29-30 November**



EU GI legislation – full list (WIPO Lex)



Thank you for your attention!