



*Final, 25-26.11.2020*

## BACKGROUND PAPER

### PANEL: “THE GLOBAL DIMENSION OF GIs”

#### 1. OBJECTIVES

This panel will **discuss the international/global dimension of the GI policy with its benefits and socio-economic impact on non-EU countries, as well as sharing experiences from producers of GI-labelled products in non-EU countries on the added value and opportunities of registering a GI as well as lessons learned during the process.** Speakers of the panel will present the global dimension of GIs from a triple point of view: producers, academia and project-based.

#### 2. BENEFITS

In various parts of the world, generations of people have built up their local identity, with know-how, recognized typical agricultural products and a specific landscape that reflects the interaction between natural resources and production systems. Today, this link among a product, the place of origin and the local community not only represents a heritage to be preserved but also has a market value in its own right, as consumers become increasingly interested in quality products. Quality linked to a geographical origin is part of the sustainable rural development.<sup>1</sup>

The internationalization of agro-food markets leads to a greater importance of property rights and other non-trade concerns. The protection of geographical and non-geographical names explains part of the increasing interest of producers and governments/public administration for this topic. The preservation of traditional knowledge, the power that the image of the region exerts on consumer attractiveness, the local synergies with other economic sectors, are further arguments for this increasing attention. Worldwide interest is growing, partly because many of the drivers and trends playing at the international level are the same<sup>2</sup>.

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<sup>1</sup> Strengthening sustainable food systems through geographical indications, 2018, FAO

<sup>2</sup> Linking People, Places and Products - A Guide for Promoting Quality Linked to Geographical Origin and Sustainable Geographical Indications, 2010, FAO

### 3. ISSUES

The aim is to present an overview of the GI system in the international panorama. The benefits of the GI system for agricultural and rural development will be discussed. Taking advantage of the presence of producers, their experiences will be shared and the challenges linked to GI registration will be discussed among the panel participants coming from different continents. The debate will focus on the lessons learned from their experiences, which can guide other producers interested on registering a GI. Indeed, GI policy is spreading at an international level. It rises awareness and attracts interest of different stakeholders, notably producers.

Difficulties GI holders may face during the registration procedure are various. Indeed, the process can be long. The panel will share experiences and discuss the way forward.

Major issues *during* the registration procedure are:

- a lack of coordination among local stakeholders,
- administrative hurdles, long and slow procedures,
- management of oppositions,
- differentiation between national and foreign GIs,
- a lack of human resources & skills.

Major issues *after* the registration procedure:

- the reputation and value of a GI product may attract imitators and free-riders, either inside or outside the recognized production area,
- a lack of quality control provisions,
- a need for registering users,
- the absence of effective enforcement, etc.

### 4. QUESTIONS

- (1) What is the current panorama of the GI system in non-EU countries?
- (2) What are benefits of registering a GI?
- (3) When registering a GI, how to overcome the challenges? What are the lessons to be learned from these experiences?
- (4) Is the history/tradition behind specific GIs known to consumers in your respective countries?
- (5) EU consumers (middle and high-level income) are willing to pay a premium to enjoy authentic traditional food. Do consumers value traditional products, and are likely to pay a premium to enjoy traditional foodstuff & beverages?

- (6) How do you view effective enforcement? What are the main challenges for an operator to seek enforcement of its GI rights?
- (7) What is your view on the usurpation of your respective GIs domestically and in international markets (including the EU)? Can you describe concrete experiences of misuse by non-legitimate users?
- (8) Controls during the production are an important part for guaranteeing the authenticity of EU GIs. It can also be very expensive. How do you guarantee the protection and authenticity of GI labelled products?
- (9) In your view, what is the most important factor of success in managing a GI scheme (managing producers, control regime, marketing, e-commerce, etc.)?
- (10) Do protected/registered names increase chances of trade/exports?
- (11) Current major challenges for trading GI-labelled products: please identify and suggest what could be done to overcome those challenges.