



Geographical indication and electronic traceability – opportunities and challenges

Stephane Passeri

*FAO/AFD Project on the Promotion of Rural Development through Development of
Geographical Indications at Regional Level in Asia*

17 December 2014

UN ESCAP

Bangkok, Thailand

GI, an intellectual property right

- The GI is a specific, distinctive intellectual property right (Section 3).
 - Copyright and related rights.
 - Trade marks.
 - Geographical Indications.
 - Industrial designs.
 - Patents.
 - Plant Varieties protection
 - Etc.
- It is an intellectual property right recognised in over 150 countries (WTO TRIPS Agreement)
- It is a collective right of use.

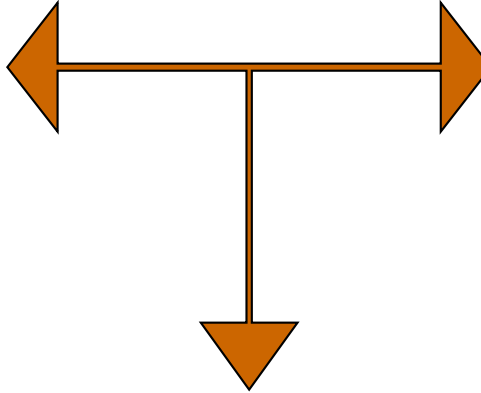
GI: Relations between the product, the producers and the production area



PRODUCTION AREA

(Due to natural conditions, the product is different from the ones produced in different regions)

its quality



PRODUCERS' KNOW-HOW

(GI product are generally traditional product, with a connection to the local wisdom and heritage).



Product with a specific name and reputation

(The consumers make a direct connection between the origin of the product and its quality)

GI specifications

- **Name** : the name of the product, including the GI
- **Description** : raw materials to be used, key physical (shape; color, weight; etc.); chemical (minimum fat content, maximum water content, etc.); biological or microbiological characteristics, etc.
- **Geographical Area** : the definition of the geographical area covered
- **Proof of Origin** : traceability (evidence that the product originates in that area)
- **Method of Production** : a description of the method of obtaining the product or/and the authentic and unvarying local methods (as well as information concerning the packaging in origin if important for the product),
- **Link** : the effect of geographical environmental or other local conditions on the quality of the product should be emphasized
- **Control system** : details of the organisation/body in charge of the control system and system of control of the specifications
- **Labeling** (for the recognition by consumers) : the specific labeling details relating to the GI



Databases needed

GI System, a global perspective



Setting up the system

first challenges

- Dedicated Legislation.
- Commitment on the part of groupings of sector professionals (producers, traders, etc.), association of consumers as well as local authorities.
- Joint definition of mandatory product specifications (*“book of requirements”*).
- GIs verified and approved by the authorities.

The experience of South East Asia

GI legal framework

GI Legislations :

- **Malaysia**: Geographical Indications Act **2000** (Act 602) and Geographical Indications Regulations 2001
- **Indonesia**: Chapter VII of the Law on Marks (Law n15/**2001** on Marks) and Government Regulation No. 51/2007 regarding Geographical Indications signed by the President **on 4 September 2007**
- **Thailand**: Act on Protection of Geographical Indication in **2003**(B.E.2546)
- **Vietnam**: the Intellectual Property Law No. 50/2005/QH11 enacted in nov.2005 and **entered into force since 1 July 2006** replacing protection given by various texts

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_4728

