Protection of EU Geographical Indications by bilateral agreements

Dialogue

Enforcement IP rights in third countries

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Content

- Relevance of GIs in trade
- Aims in international protection of GIs
- Progress worldwide protection (agreements)
- Recent developments from spring 2015

- Implementation and enforcement!
EU total GIs Sales value

- **Sales value** of EU GIs: **€54.3 billion** in 2010*
- 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

* Wholesale stage in the region of production
Sales destination*

60% - domestic market
20% - EU market
20% - third countries

- 663 GIs within MS
- 1525 GIs exported
  - 1224 wines,
  - 231 foods
  - 70 spirits
- Wines + spirits = 90% of total GI exports

* Expressed in value

Source: AND study for the European Commission
International protection

- EU's basic expectations concern:
  - High level of protection (beyond WTO/TRIPS)
  - Ex officio protection
  - Co-existence with prior Trade marks
  - Protection individual GIs through the Agreement

- Bilateral

- Multilateral
  - Lisbon Convention (Geneva Act of May 2015!)
  - DDA WTO
World wide GI protection by agreements

- Situation November 2015
- Wine and/or Spirit GIs agreement concluded
- GIs agreement concluded
- Ongoing GIs negotiations
- Future GIs negotiations
Implementation and enforcement

• In force:
  - Wine and/or spirit GI agreements:
    - Canada, USA, Mexico, Chile, Australia, Switzerland, Norway, Iceland, Western Balkans, (South Africa)
  - Comprehensive and/or foodstuff GI agreements:
    - Andean Community, Central America
    - Switzerland, Georgia, Moldova, (Ukraine 2016)
    - South Korea
Implementation and enforcement

- *Formal sessions of joint committees*
- *Implementation*
  - Updating of GI lists
  - Adding of GIs
- *Enforcement*
  - Addressing of breaches both territories
Implementation and enforcement

Greek Tequila Made in Amorgos
Oct 1, 2009

Amorgos is a charming island in the heart of the Cycladic Complex in the Aegean Sea, known since the 80s due to the critically acclaimed film, the Big Blue.

Although until now the guests and visitors of Amorgos had the chance to try one of the most tasteful drinks, the baked raki or Rakomelo of Amorgos, today Mr. Antonis Vekris produces the "Greek tequila" of Amorgos, a drink that comes from the prickly pears that exist in abundance on the island of Amorgos.
Implementation and enforcement
Implementation and enforcement

Co-operation with rightholders is crucial !!!
Thank you for your attention

Enjoy It's from Europe