

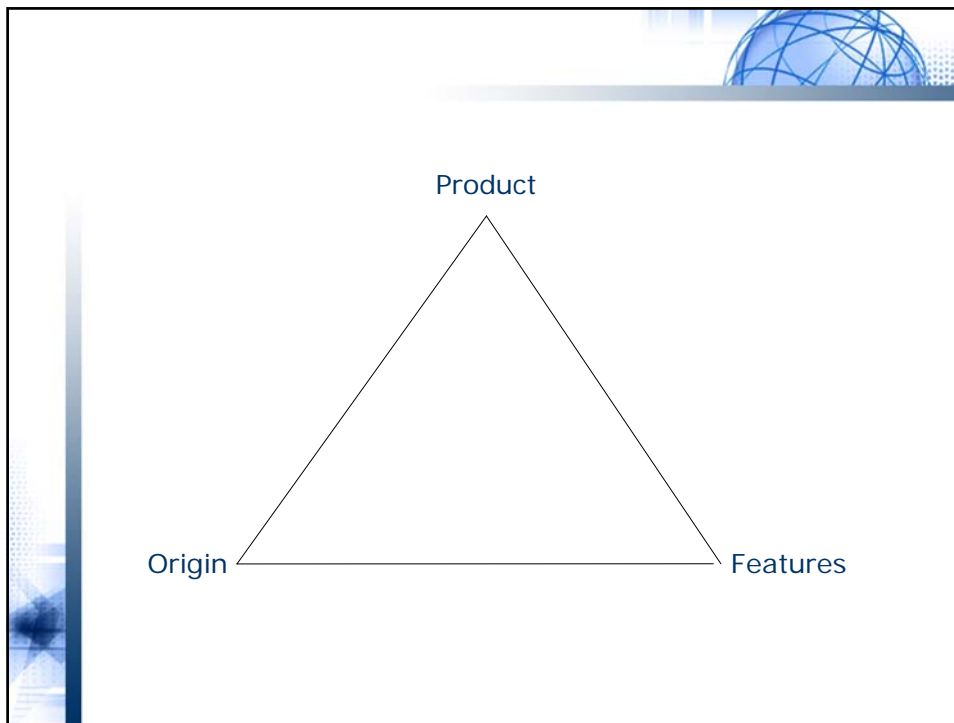
## Geographical Indications: a product's given quality or reputation linked to a geographical origin

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### Definition of GI (Art. 22.1)

- *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*



## How to protect GIs?

- Collective or certification marks
- *Sui generis* GI systems

*In common: certification requirement*



## Elements of a certification system

- Standards
- Certification
- Information to consumers



## Establish standards

### *WHAT*

#### Description of the product

- characteristics
- species and varieties used

#### Definition of geographical area

#### Description of methods of obtaining the product

- Harvesting
- Processing
- Storage
- Roasting



## Establish standards

### *WHO*

all parties of the supply chain

- Harvesters
- Processors
- Roasters...



## Establish standards

### *HOW*

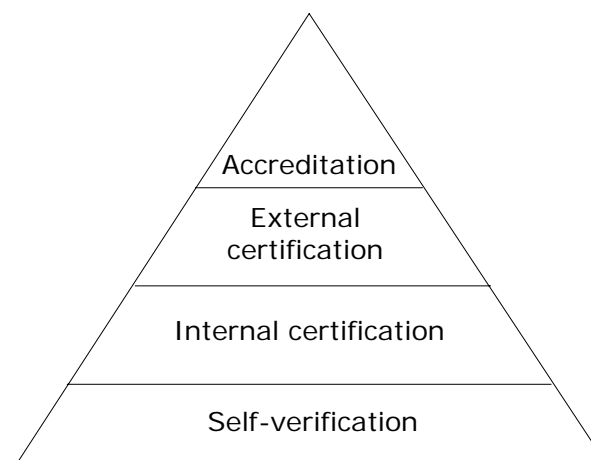
- significant
- objective
- controllable

## Certification

By whom:

- participatory guarantee system
  - organised by the group
  - locally focused, not for export
  
- third party
  - independent certification body
  - internationally recognized

## Certification



## Certification and control

### Traceability as a tool

- to guarantee product differentiation
- involves higher costs, but part of scheme of adding value to a product

## Information to consumers

How? → labelling





## Conclusion

- GIs can be useful IP rights to help differentiate products in a competitive market
- To function, GIs require certification and control
  - Involves costs
  - Adds value to the product
  - Facilitates exports
- GIs do not function alone. Accompanied by:
  - Active promotion
  - Other differentiation tools (ex. packaging design)