



EU GIs at international level

*San José Costa Rica, 5-6 December
2019*



"GIs Protection abroad"

-

Why?

-

How?

-

Who?

The growing importance of GIs

- GIs embody the philosophy of caring about origin**
- GIs protect diversity**
- GIs benefit producers, consumers and society**

Economic importance

Contribution of IPR-intensive industries to EU employment and GDP (2014-2016 average)

IP right	Direct employment	Share of total direct employment (%)	Direct & indirect employment	Share of total direct and indirect employment (%)	Value added / EU GDP (€ million)	Share of total EU GDP (%)
All-IPR industries	62,962,766	29.2%	83,807,505	38.9%	6,551,768	44.8%
Copyright-intensive industries	11,821,456	5.5%	15,358,044	7.1%	1,008,383	6.9%
Patent-intensive industries	23,571,234	10.9%	34,740,674	16.1%	2,353,560	16.1%
Plant variety-intensive industries	1,736,407	0.8%	2,618,502	1.2%	181,570	1.2%
Trade mark-intensive industries	46,700,950	21.7%	65,047,936	30.2%	5,447,857	37.3%
GI-intensive industries	n/a	n/a	399,324	0.2%	20,155	0.1%
Design-intensive industries	30,711,322	14.2%	45,073,288	20.9%	2,371,282	16.2%

Contribution of IPR-intensive industries to EU external trade (2016)

IP right	Exports (€ million)	Imports (€ million)	Net exports (€ million)
TOTAL EU TRADE	2,590,889	2,425,202	165,687
All-IPR industries	2,122,465	1,940,510	181,955
Copyright-intensive industries	294,856	202,738	92,119
Patent-intensive industries	1,438,117	1,307,850	130,267
Plant variety-intensive industries	7,552	3,885	3,667
Trade mark-intensive industries	1,613,366	1,600,703	12,663
GI-intensive industries	12,490	1,360	11,130
Design-intensive industries	1,261,774	1,194,885	66,889

Effective IPR protection and enforcement are crucial for economic growth (direct employment, indirect, value added, share in GDP)

Contribution of IPR-intensive industries to EU external trade

Intellectual Property Rights Intensive Industries and Economic Performance in the European Union, Industry-Level Analysis Report, joint EPO/EUIPO study, 3rd edition, September 2019,

International Scene

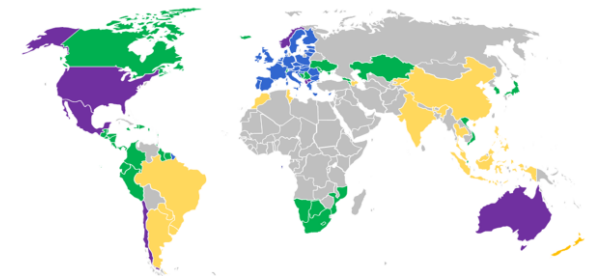
WTO TRIPs GI related provisions
(1995, Articles 22, 23, ...)



Geneva Act (WIPO)
(2020 - EU accession November 2019)



EU – Bilateral Agreements
(34 Agreement in force or finalised, 16
Negotiations)



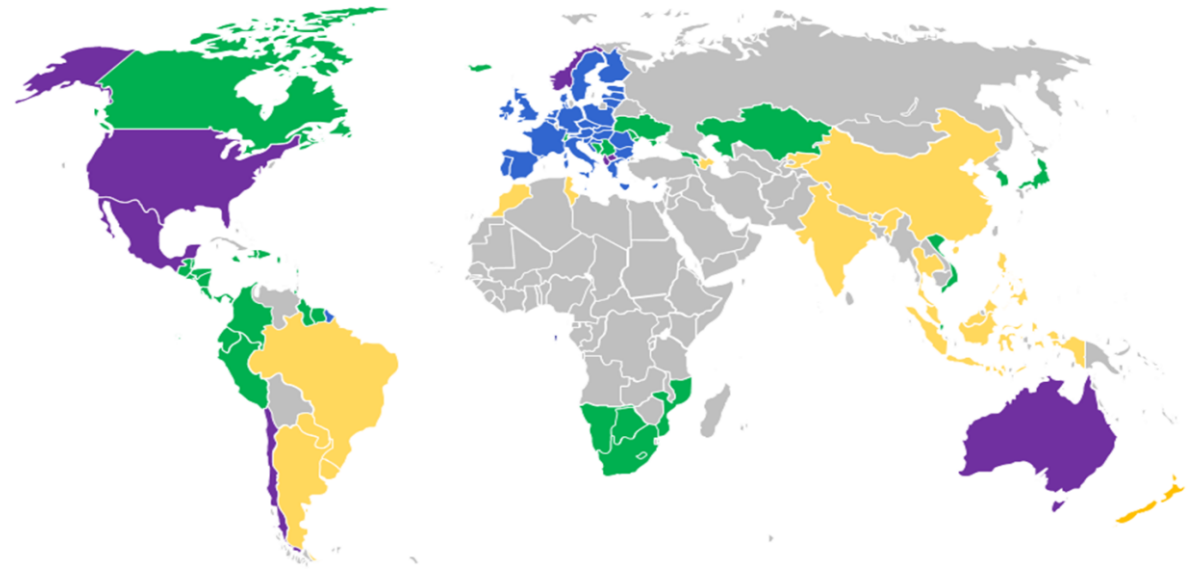
GIs in the EU's Bilateral Agreements

Agreements in force or finalised

(CARIFORUM, SADC, Canada, **Central America**, Colombia, Peru & Ecuador, China, South-Korea, Bosnia Herzegovina, Georgia, Iceland, Kazakhstan, Kosovo, Moldova, Montenegro, Serbia, Switzerland, Ukraine, Japan, Singapore, Vietnam, Armenia, Mexico, Mercosur...).

negotiations

(Chile, Australia, India, Indonesia, Malaysia, New Zealand, Philippines, Thailand, Azerbaijan, Kyrgyzstan, Morocco, Norway, Tunisia....)



Third country GIs in the EU's Bilateral Agreements

Reciprocal/ "high level"
protection

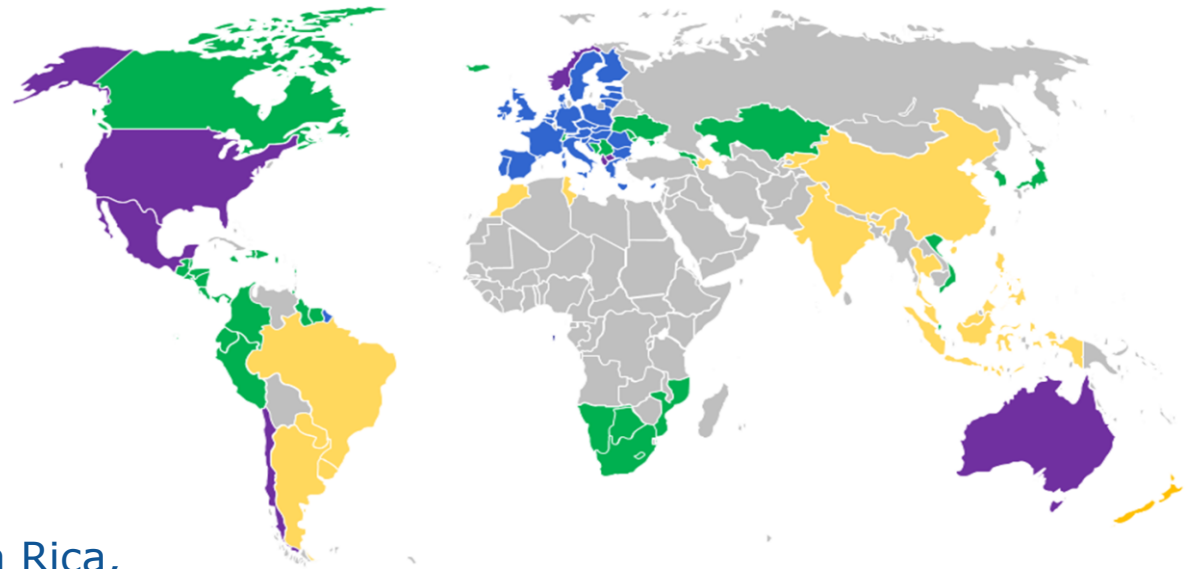
Third Country GIs protected in
bilateral agreements with the
EU:

1588 total

(1288 wine; 127 spirits; 115 agricultural
product and foodstuff; 1 aromatized
wine)

9 GIs from Central America

Café de Costa Rica, Banano de Costa Rica,
Café Apaneca-Ilamapetec, Bálsamo El Salvador,
Café Antigua, Ron de Guatemala,
Cafés del Occidente Hondureño (HWC), Café de Marcala
Seco de Panamá



Full list available: https://ec.europa.eu/info/sites/info/files/food-farming-fisheries/food_safety_and_quality/documents/list-gis-non-eu-countries-protected-in-eu_en.pdf



Bilateral agreements

- In the FTAs a satisfactory GI chapter is an integral part of EU's trade negotiation approach.
- EU **objective** is not to impose a mere transposition of its internal legislation to the concerned third countries-not realistic
- The objective in EU negotiations is to add value compared to TRIPS basic provisions with a set of bilateral rules
- The aim is to establish a list of EU/Third Country agricultural GIs to be protected directly and indefinitely in the respective countries from the entry into force of the agreement



Bilateral agreements

EU objectives:

- High level of protection
- To allow co-existence with prior trademarks where applicable,
- To address issues of prior uses of EU names,
- To obtain administrative enforcement,
- To ensure a right of use (opposed to trademark license system),
- To create a co-operation mechanism/dialogue.

Thank you!

*Miltiades Krimizis
European Commission
Directorate-General for
Agriculture & Rural Development
Unit in charge of international relations –
The Americas*

[https://ec.europa.eu/info/food-farming-fisheries/
food-safety-and-quality/certification_en](https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification_en)