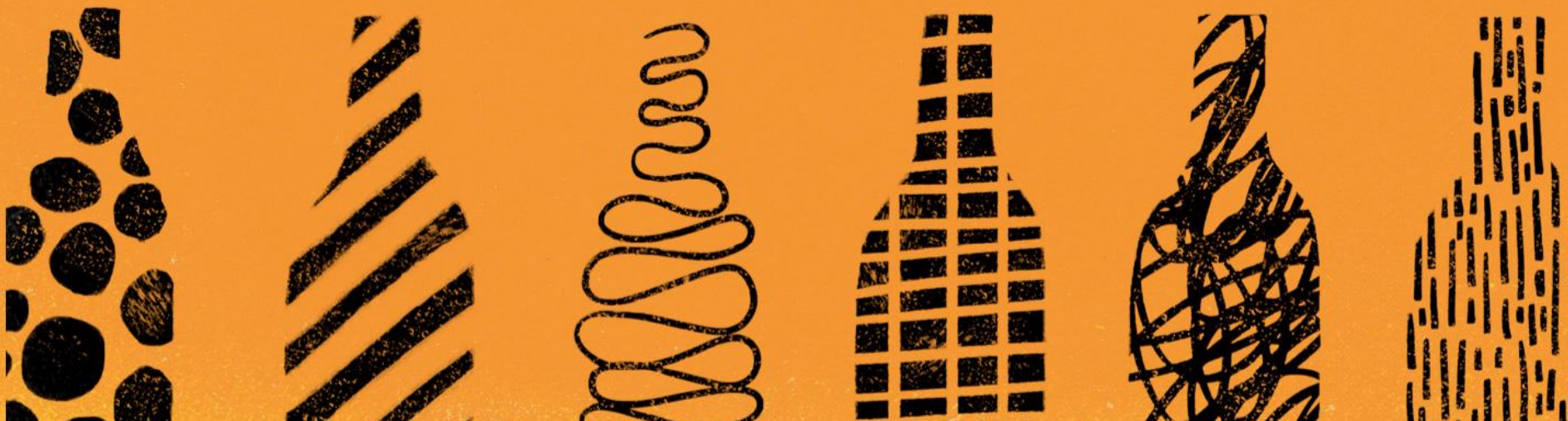


Enforcing Bordeaux wines IP criminal protection in China

在华执行波尔多葡萄酒知识产权的刑事保护

EU-China Forum on Criminal IP Enforcement, Dec. the 2nd, 2021
中欧知识产权刑事执法论坛，2021年12月2日

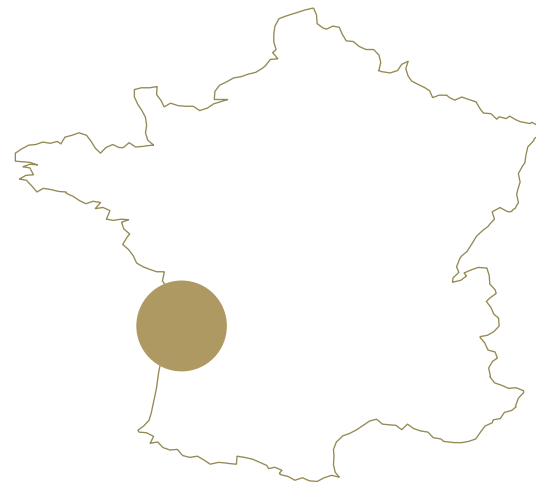
Thomas Jullien, Bordeaux Wine Council
Thomas Jullien, 波尔多葡萄酒协会



BORDEAUX WINE INDUSTRY 波尔多葡萄酒行业

The People 从业人数

- 6 000+ Wine Estates 6000多个葡萄酒庄
- 300 Wine Merchants 300名葡萄酒商户
- Over 55,000 direct and indirect jobs, i.e. 1 job out of 6 in Bordeaux region 逾5.5万个直接和间接工作岗位，占波尔多地区六分之一



Production / Sales 产销量

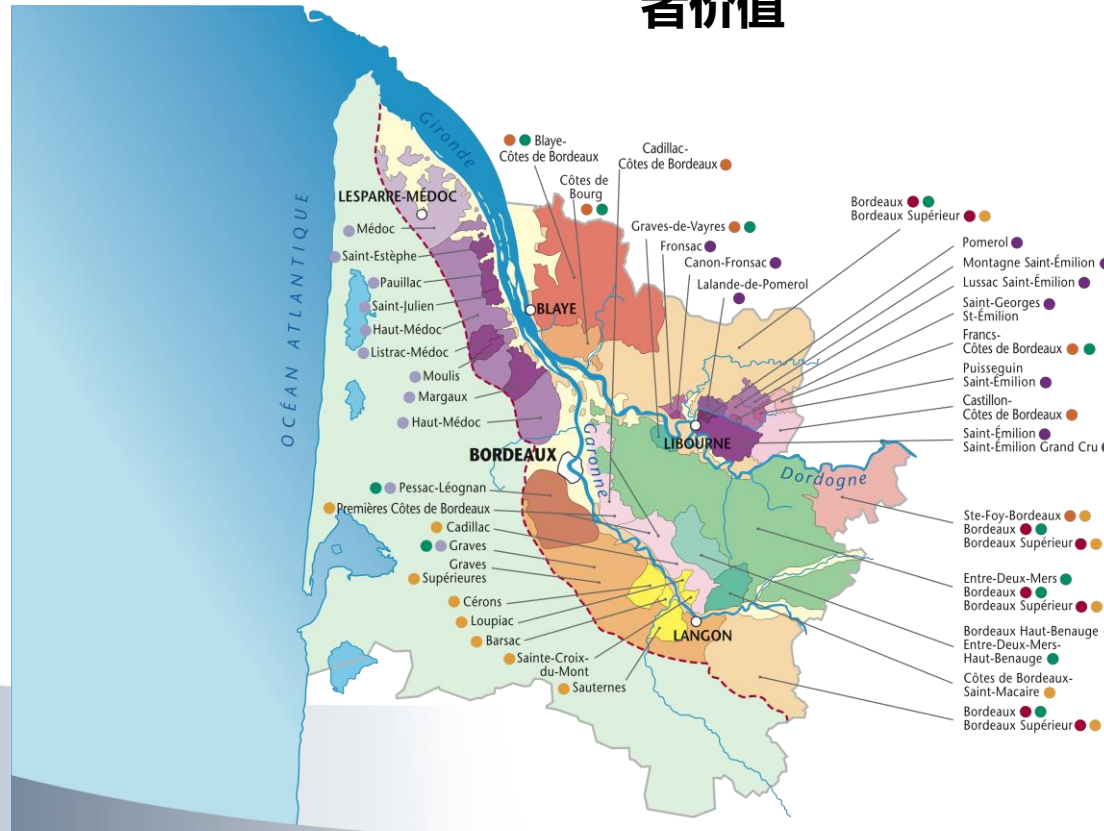
- 707 million bottles yearly on average 年均产量 7.07亿瓶
- 4 billion € total turnover 销售总额40亿欧元
2 billion € to export 出口总额20亿欧元

Largest French GI vineyard in volume
Largest French GI vineyard for still wine exports

最大的法国地理标志葡萄园（按产量）
最大的法国地理标志葡萄园（按无气葡萄酒出口量）

What are **Geographical Indications (GI's)** 什么是**地理标志 (GI)**

- 1) Strictly defined geographical area => Limited production 严格界定的地理区域 ⇒ 有限产量
- 2) Determined production method => Defined qualities, style and reputation = **value for consumers** 既定生产方法 ⇒ 明确的质量、风格和知名度 = **消费者价值**



THE BORDEAUX WINE COUNCIL (CIVB)

波尔多葡萄酒协会

- CIVB brings together all Bordeaux wine producers and merchants to address common issues facing the industry

协会凝聚波尔多葡萄酒生产商和经销商共识，解决行业共同问题



MARKETING 营销

- Building the Bordeaux brand globally
- 在全球打造波尔多品牌

RESEARCH & DEVELOPMENT 研发

- Invest in technical improvements to maintain quality
- 在技术改造、质量管控方面进行投资



ECONOMY 经济

- Monitoring data and intelligence from production to sales to efficiently manage industry
- 监测产销全流程数据和资讯，实现行业高效率管理

GENERAL INTERESTS OF THE INDUSTRY 行业共同利益

- Protection of GI's against counterfeiting
- 防止、打击地理标志假冒行为

BORDEAUX GI'S PROTECTION IN CHINA 在华保护波尔多地理标志

1| Registration of GI's

All 60 GI's registered in latin letters and Chinese characters : 全部60个地理标志 (以拉丁字母和汉字注册) : Bordeaux 波尔多、Medoc 梅多克、Margaux 玛歌、Pauillac 波亚克、Pomerol 波美侯.....



2| Trainings / intelligence sharing 培训/信息共享

Working relationships with Law Enforcement Agencies

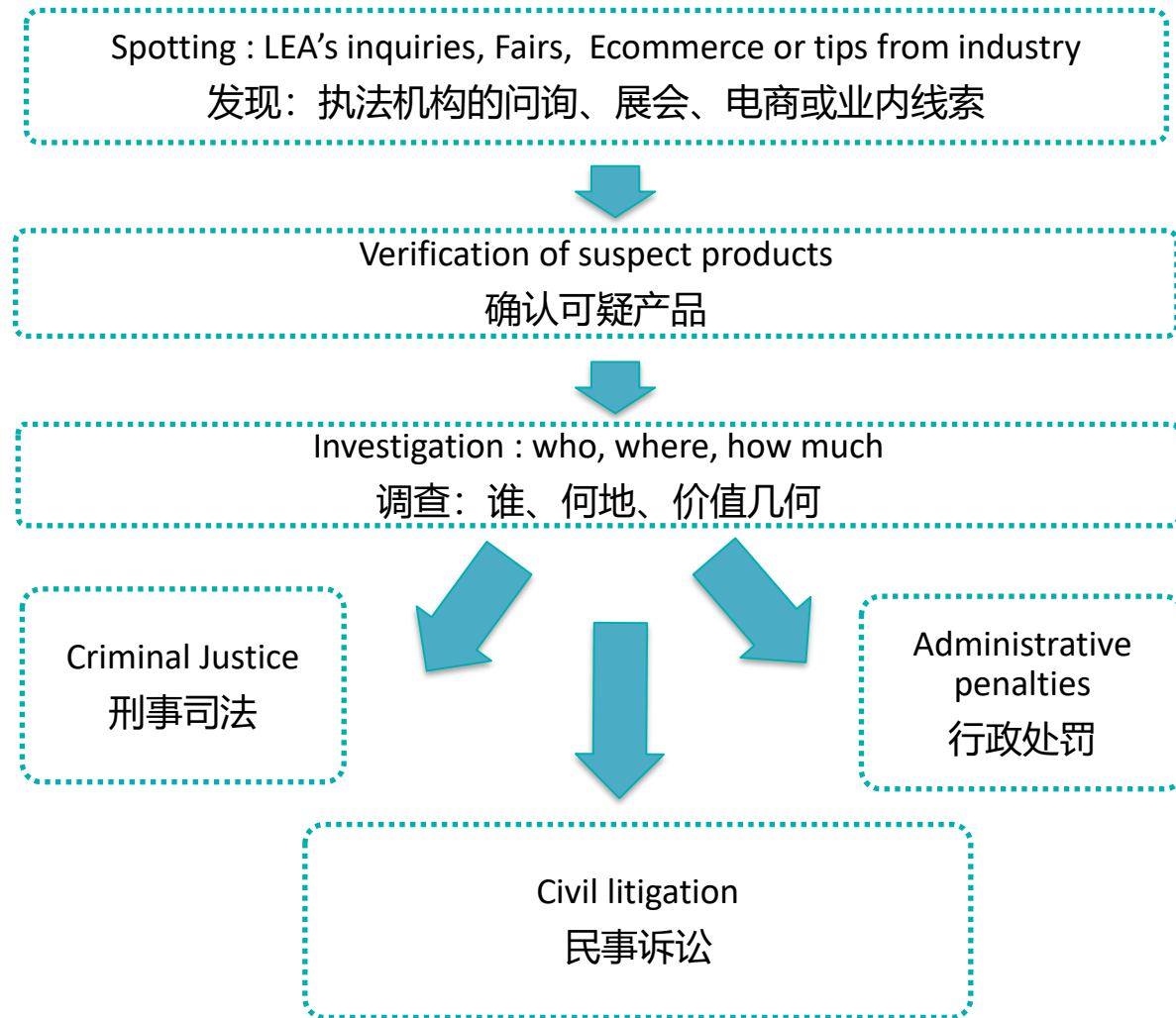
CIVB provides trainings and technical support

协会与执法机构合作，提供培训和技术支持



ENFORCEMENT : SPOT – CHECK – LAUNCH ACTION

执法：发现-检查-行动



BORDEAUX PROTECTION PLAN IN CHINA : RESULTS

波尔多葡萄酒在华保护计划：成果

CRIMINAL CONVICTIONS 刑事定罪

From 2020, jail sentences,
cartels taken down
2020年以来，对犯罪分子
判处监禁，捣毁犯罪窝点

CIVIL LITIGATION 民事诉讼

Increasing damages
提高赔偿金

ADMINISTRATIVE 行政

100+ raids and penalties
100余次突击行动、处
罚

2021 : New crackdowns across the country 2021年：全国新打击行动

- Raids across several provinces 跨省突击
- Tens of thousands of bottles seized 查获数万瓶酒
- 50+ arrests 逮捕50余人
- Full Counterfeiting Ring : bottlers, label printers, distributors 完整的假冒黑产业链：罐装厂、印标厂、分销商



RESSOURCES 学习资源

- Training module in English and Mandarin on International IP Crime Investigators College : **“Identifying and Addressing Counterfeit Bordeaux Wines”** <https://www.iipctic.org/custom.php>
- 国际知识产权调查员学院中英双语培训课程：**“发现和打击假冒波尔多葡萄酒”** <https://www.iipctic.org/custom.php>



- Get in touch with the Bordeaux Wine Council for all inquiries:
- 联系波尔多葡萄酒协会，了解相关信息：

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