

# Benefits of the EU-Viet Nam FTA Provisions on GI

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IPKey SEA GI WEBINAR: Protecting and Enforcing Geographical Indications

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# Protection of EU GIs in Third Countries

- In Bilateral Agreements (FTAs, wines & spirits or only GIs) the EU aims at:
  - ✓ “High level” of Protection of GIs beyond TRIPS (similar to EU)
  - ✓ Reciprocal protection (GIs protected directly and indefinitely)
  - ✓ Co-existence of GIs with prior TM registered in good faith
  - ✓ Ensuring administrative enforcement
- Currently there are:
  - 36 agreements in force or concluded with GI chapters (e.g. Vietnam, China, Japan, South Korea, Singapore, Mercosur, Mexico, Canada)
  - 13 negotiations ongoing (e.g. Indonesia, New Zealand, Australia)
- Over 1500 third country GIs currently protected in the EU via agreements

# EU-Vietnam FTA (EVFTA)

- EVFTA in force since **1 August 2020!!!**
- Ambitious provisions for GI protection
- High level of protection for:
  - **169 EU GIs** in the Vietnamese market
  - **39 Vietnam GIs** in the EU-27 Single Market



- Bilateral dialogue and technical cooperation
- **Solid foundation for EU – Vietnam bilateral trade of quality products**



Porto / Port

Roquefort

Queso Manchego

Dingač

Jerez / Sherry

Φέτα / Feta

Cognac

Pálinka

České pivo

Gorgonzola

Münchener Bier

Vinho Verde

Genièvre / Jenever / Genever

Tiroler Speck

Tokaj

Murfatlar

Polska Wódka / Polish vodka

Irish Cream

Mortadella Bologna

Schwarzwälder Schinken

Μαστίχα Χίου / Masticha Chiou

Gouda Holland

# RIOJA

Denominación de Origen Calificada



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# EU GIs: what is in it for consumers?

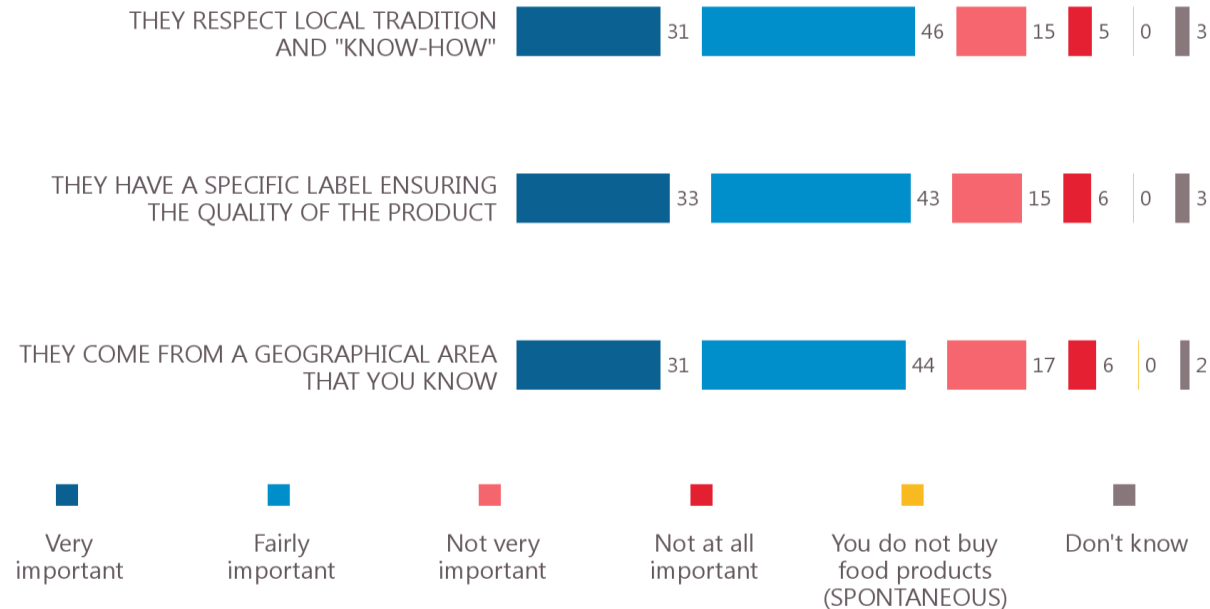
- The EU GI system provides guarantees on the:
  - ✓ **Origin** of the product
  - ✓ **Quality** of the product (specification)
  - ✓ **Authenticity** of the product (protects product names from imitation)
- It reinforces consumer information on the **unique character** of these products
- It preserves **centuries of tradition**, cultural heritage and know-how.
- It is ensured by **controls** on production site and on the market
- It **prevents the standardization** of products and allows to offer a **wider choice to consumers**



# EU GIs: what is in it for consumers?

## Factors influencing European consumers food product purchases:

QC13 How important or not are the following factors in your decision to buy food products?  
(% - EU)



Special Eurobarometer 473 – Europeans, Agriculture and CAP, February 2018

Labels most identified by consumers:



# EU GIs: what is in it for producers?

- The **GI name is reserved** to products respecting the specification
- Production is kept in the geographical area, **protecting local value at global level**
- The GI name is not reserved to one single producer, but **can be used by all producers in the production area** respecting the specification (collective IP right)
- **Administrative protection** by Member State public authorities for EU wide protection
- Differentiation on the market allows often a **better price**
- Organisation of farmers in producer groups provides the opportunity for **stronger position in the agri-food supply chain** and better distribution of value added





# EU GIs: what is in it for producers?

## ➤ Value premium!

«This study confirms a significant positive effect of GIs on price, regardless of the type of product, the region of origin, and whether the GI is long-established or recently registered. ... In most cases, the premium is between 20 and 50 percent.»

*Strengthening sustainable food systems through geographical indications. An analysis of economic impacts – FAO / EBRD, 2018*

## ➤ EU GIs economic figures:

➤ Estimated total **sales value** of EU GIs: € 75 billion in 2017 (estimated at wholesale stage in the region of production)

= 6.8% of the total EU food and drink sector

➤ Estimate of **EU GI exports value to non-EU countries**: € 17 billion in 2017

= 15% of EU food and drink exports; wines & spirits: 89% of total GI exports (in value)

➤ **Sales destinations**:

= **58%** of sales take place on the national MS market, **20%** on the EU market and **22%** in third countries





# Thank you for your attention!!

**For more information:**

EU Quality policy web-page

[http://ec.europa.eu/agriculture/quality/index\\_en.htm](http://ec.europa.eu/agriculture/quality/index_en.htm)



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