



Main elements of good GI system *EU experience*

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EU Quality Policy



EU Common Agricultural Policy,
27 Member States, more than
440 million population

Objectives of CAP designed
to positively influence the full
spectrum of rural life

Rich diversity of EU products
and added value of their
traceable and **high quality** -
EU GI policy is a key of this
quality approach

Exports of EU GIs: 15,4 % of
total EU food and drinks trade

EU GI system

Created more than 30 years ago - GI as a **type of intellectual property right**, not a simple labelling scheme

EU GI definition complies with **international standards** (TRIPS agreement)

Link to a region (place) is a **must**

No generic terms (Hamburger, Eau de cologne)

No common terms (cheese, wine)



EU GI system – key aspects



Exclusive EU **competence** for registering GI products



Single registration at the EU level provides protection of the name **in all 27 Member States.**



Registration at EU level is **free of charges**



Protection unlimited in time, no need for a periodic renewal as it may be for other IPRs



GI **shall not become generic**



Collective open rural IPR

EU GI system – key aspects - protection

- Protection against **imitation, evocation, translation**, even when true origin indicated or accompanied by 'like' 'style' clauses (ingredient use included)
- Protection against **misleading labelling** and **any misleading practice**, including online commerce

'High level' protection helps to promote fair competition by preventing bad-faith uses



EU GI system – key aspects - implementation

Transparency (eAmbrosia and GI view) – public access

Controls and Enforcement – unique EU system - *ex officio* by public authorities - guarantee of producers' protection (*fair competition*) and consumers' confidence (*reliable information*)

Specific logo - guarantee for the origin, authenticity and quality of the product



Role of producers

Any association, composed of producers or processors working with the same product

Active in GI **registration, amendments and cancellations**

Contribute to enforcement - monitoring the use of the name in trade and, if necessary, informing competent authorities and take legal action

(e.g. *Surveillance Pact for monitoring of foreign markets between Italian consortia for Protection of Mozzarella di Bufala Campana PDO, Parmigiano Reggiano, Grana Padano, Balsamic Vinegar, Prosciutto di Parma and Prosecco, checks carried out at different points of sale in several European countries*)

Promotion activities to consumers



'Soft tools' in policy implementation

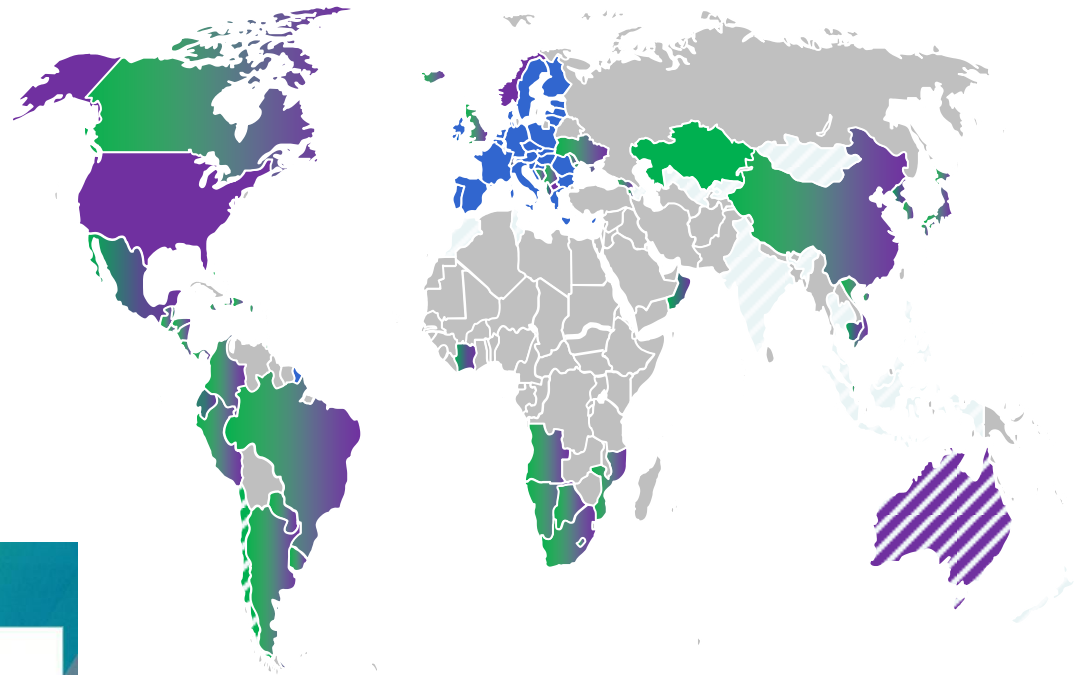
Importance of 'soft tools' for good policy implementation

Create dialogue between the authorities and stakeholders

EU examples: guidelines, trainings, outreach, promotion, mini-conferences, exchange of views (Quality Policy Committee, Civil Dialogue Group)

GI policy – external aspects

	EU
	GI 'agricultural products' agreements in force or concluded
	GI 'wine/spirits' agreement in force or concluded
	GI agreements under negotiations



Revised EU GI system

Keeping the 'best of' all regimes

3 basic Regulations -> Regulation (EU) 2024/... on European Union geographical indications for wine, spirit drinks and agricultural products, and quality schemes for agricultural products

General objectives

Strengthen the legislative framework on GIs by enhancing protection and enforcement

Streamline and clarify the legal framework

Calendar

24 October 2023 – political agreement after trilogues

Entry into force / application: April 2024

Revised EU GI system

- **Reinforcement** of the level of **protection**, covering the use of GIs as ingredients and online sales
- Introduction of voluntary **sustainability**
- Concept of a **recognized producer group**
- **Scope** enlarged and aligned to WTO agreement on agriculture

In parallel, regulation for GIs for crafts and industrial products approved

The strengthen GI system will enhance the credibility of the EU GI system at international forum, will also have an influence on bilateral agreements and Geneva Act

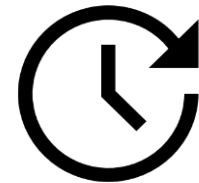
Looking forward

Possible political initiative to support the development of GIs in the medium term

Boosting the implementation of the new GI framework and foster harmonious development of GIs in the EU

Objectives:

- Internal and external Outreach
- Maximising effects of new sustainability provisions
- Conferences, exchange of information
- Enforcement





Thank you !