



PROSCIUTTO DI PARMA ENFORCEMENT SYSTEM


IP KEY SOUTH-EST ASIA – NOVEMBER 7, 2024

**Workshop on the Fight Against
Counterfeit Goods in Southeast Asia**

THE CONSORTIUM

VOLUNTARY ASSOCIATION OF PARMA HAM PRODUCERS

1963



23

50.000

1963 - Nasce il primo logo



1973 - Arrivano le cinque punte



1978 - La corona cambia



1990 - Il marchio prende forma



Consorzio del Prosciutto di Parma

MANUFACTURERS

PRODUCTION

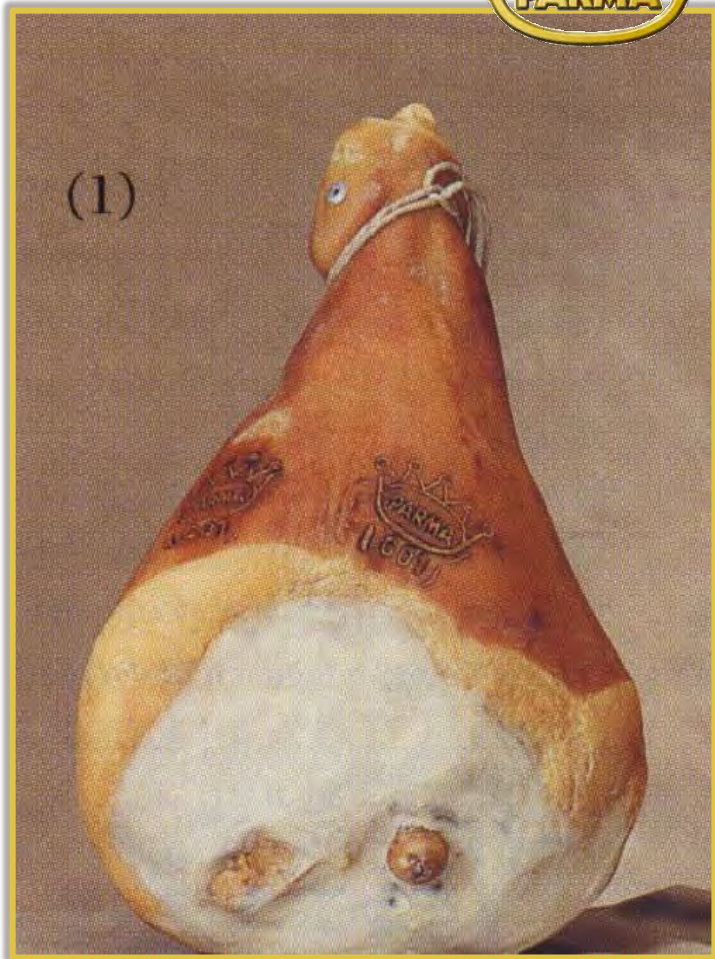
2024



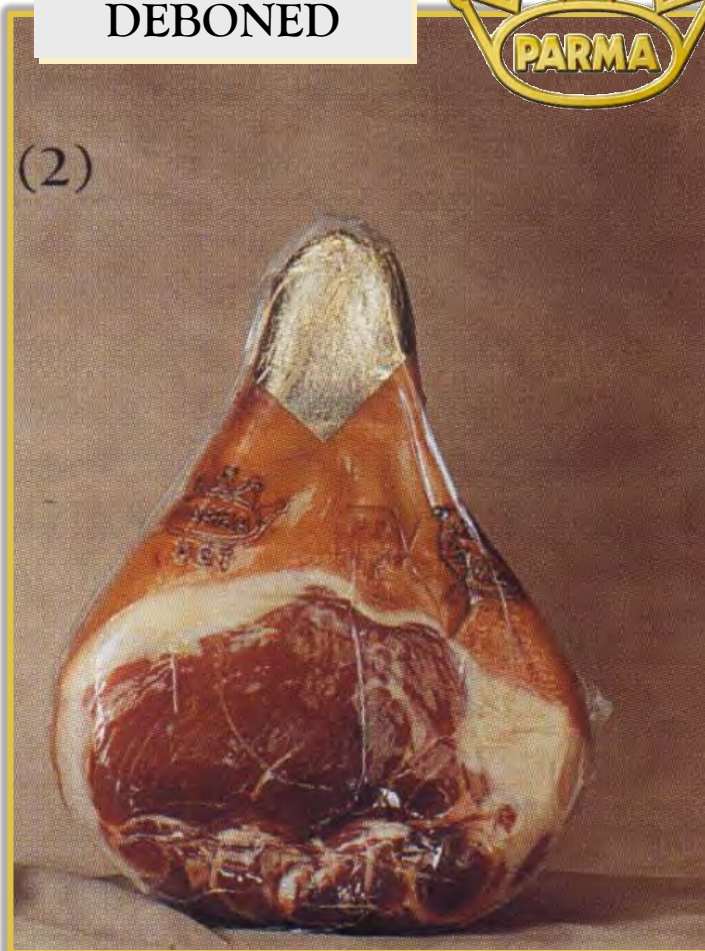
130

6.700.000

PROSCIUTTO DI PARMA



DEBONED



PRESLICED



EC REG. 1107/1996

EU REG. 2023/461



DOUBLE LEVEL OF PROTECTION

1

PRODUCTION



2

MARKETS



1



CSQA	Piano dei Controlli del Prosciutto di Parma DOP	DPC061
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Piano dei Controlli della Denominazione di Origine Protetta

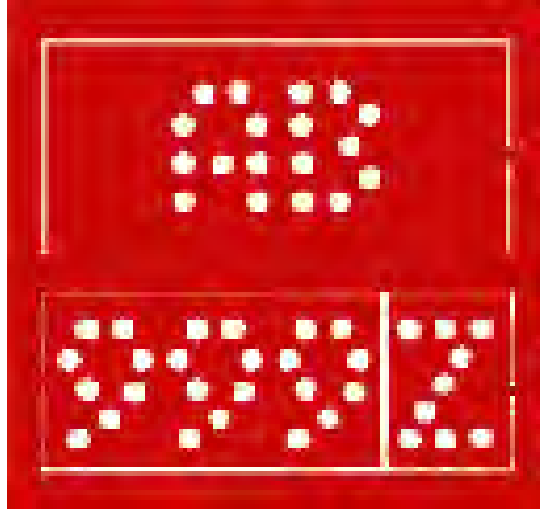
“Prosciutto di Parma”



**AUTHORITIES
ENTITIES IN CHARGE**

1

PRODUCTION CONTROLS



2

PROTECTION ON THE MARKET



Legal Office

1 Responsible

2 Lawyers

2 Inspectors

+



PROSCIUTTO DI PARMA REPUTATION



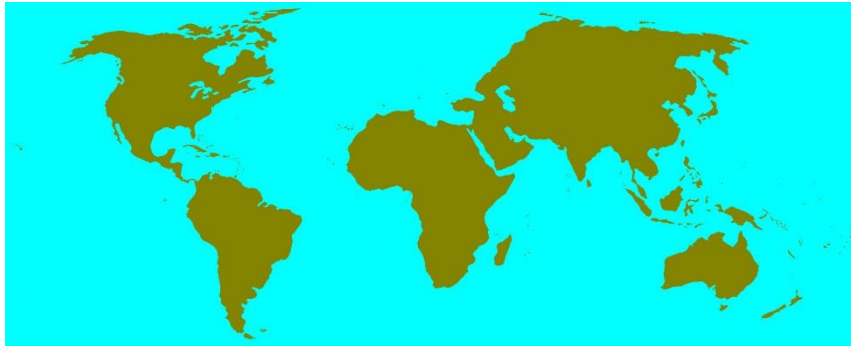
*“Mon régime
consiste à
manger du
jambon de
Parme en
buvant des
Bellini”*

2

ENFORCEMENT SITUATION



VERY GOOD



OFTEN DIFFICULT

2

PROTECTION IN EU



economie

FOD Economie, K.M.O., Middenstand en Energie



**Ministeriet for Fødevarer,
Landbrug og Fiskeri**
Fødevarestyrelsen



Netherlands Food and Consumer
Product Safety Authority
*Ministry of Agriculture,
Nature and Food Quality*



**Department
for Environment
Food & Rural Affairs**



**An Roinn Talmhaíochta,
Bia agus Mara**
Department of Agriculture,
Food and the Marine



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

**Bundesamt für Landwirtschaft BLW
Office fédéral de l'agriculture OFAG
Ufficio federale dell'agricoltura UFAG
Uffizi federal d'agricoltura UFAG**



COUR DE JUSTICE
UNION

C-108/01 - 2003



POINT OF SALE = ON LINE

In both situations, the requirements laid down in legislation and case law must be respected, i.e. sliced Parma Ham can be sold:

1) PREPACKED

or

2) ALLOW VERIFICATION OF PRODUCT AUTHENTICITY

The basic condition is that 'the sliced meat' is prepared on the spot, so that the consumer can see the presence of the Ducal Crown mark on the ham

1)



2a)



ANTIPASTI

- Torta Fritta € 3.50
- Culatello di Zibello € 11.00
- Prosciutto di Parma € 8.00**
- Coppa di Parma € 7.00
- Salame di Felino € 7.00
- Mortadella € 6.00
- Degustazione di Salumi € 10.00
- Spalla Cotta € 7.00
- Parmigiano Reggiano € 5.50
- Giardiniera € 5.00
- Cipolline in agrodolce € 5.50
- Flan di patate con salsa
ai funghi € 6.00
- Carciofi all romana € 6.00
- Formaggi misti € 10.00



2b)

2

EXTRA-EU COUNTRIES PROTECTION

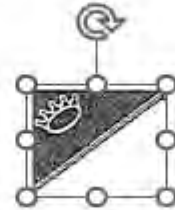
EU SUI GENERIS SYSTEM NOT RECOGNIZED

HOW TO PROTECT?

▶ **TRADEMARKS** ()

PROSCIUTTO DI
PARMA (Certification
Mark)

PARMA HAM (Collective
Mark)



帕尔玛




HIGHER COSTS: REGISTRATIONS + RENEWALS + OPPOSITIONS + LAWYERS

NO PUBLIC RECOGNITION

MORE LIMITED BORDERS OF PROTECTION

EXTRA-EU COUNTRIES PROTECTION

- ▶ As soon as it has been possible...wider protection
- ▶ GI ( or through Institutions)



2

EXTRA-EU COUNTRIES PROTECTION

Directly by the Consorzio

Monitoring

Consultants in Brussels and Washington

Lobbying through Authorities

Lawyers

EU TRADE AGREEMENTS



Organization for an International
Geographical Indications Network





NEW MARKETS



PROSCIUTTO
DI PARMA
Collective Mark

PARMA HAM
Collective Mark



VIETNAM



IP RIGHTS

**EU - VIETNAM
FREE TRADE AGREEMENT**



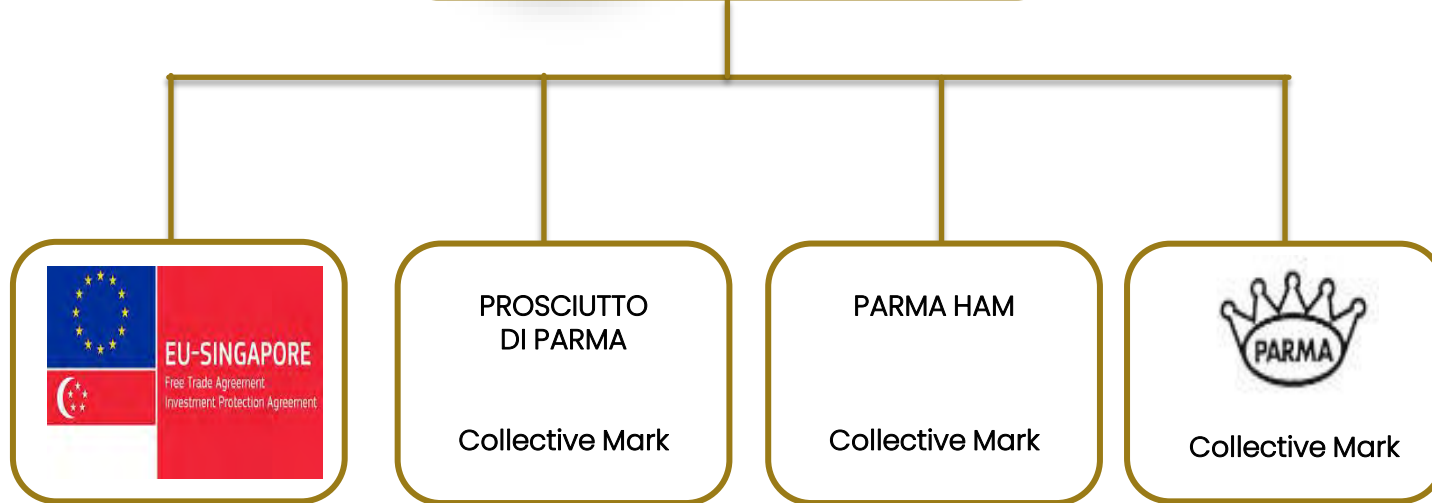
EVFTA





THAILAND

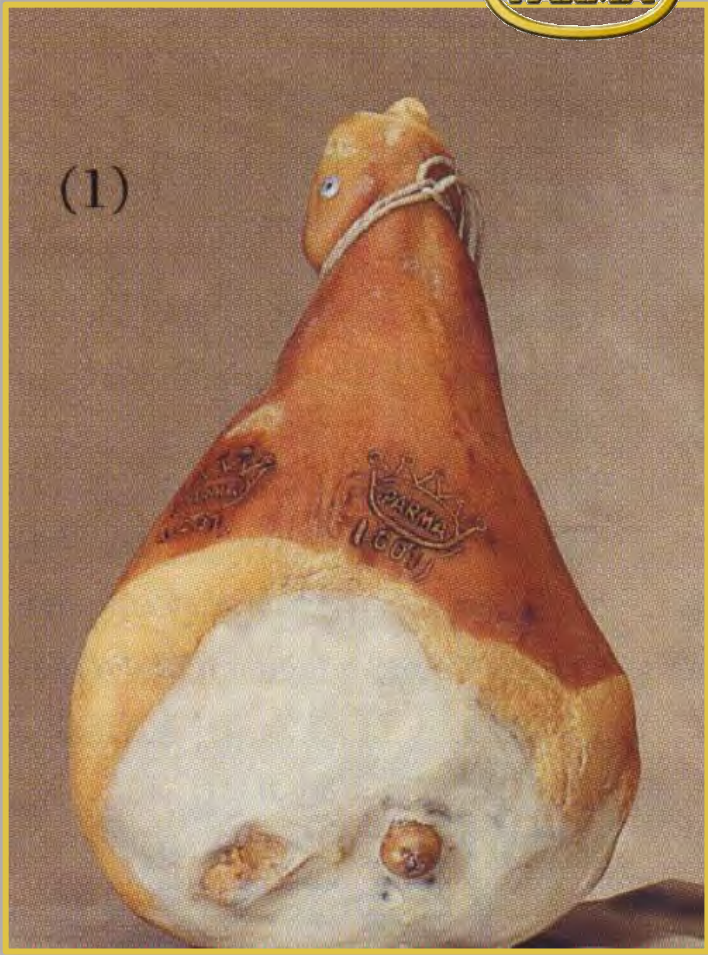




PROSCIUTTO DI PARMA ONLINE



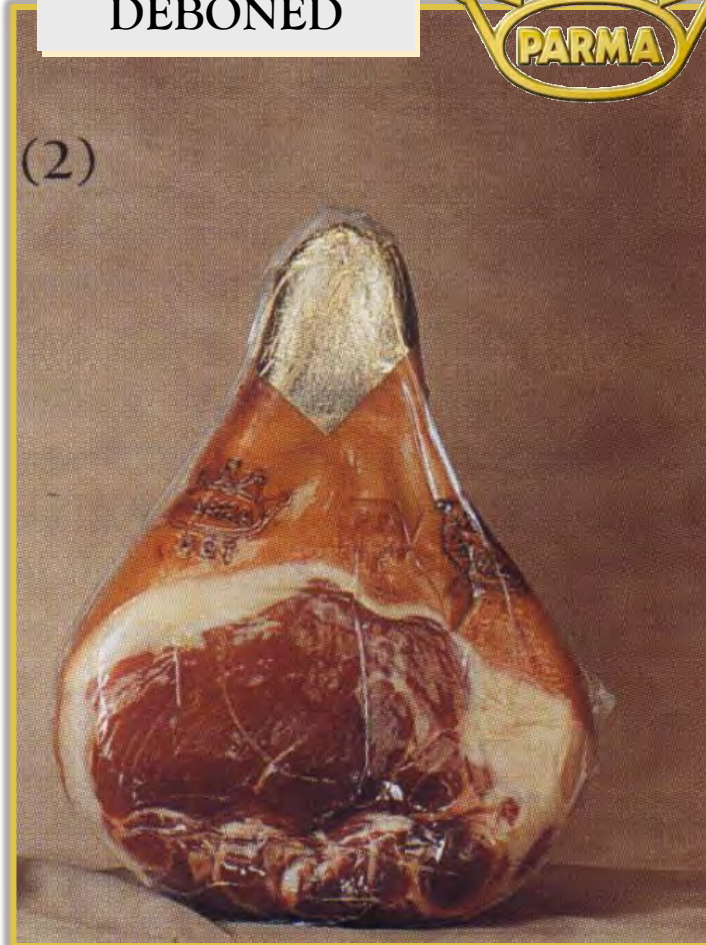
(1)



DEBONED



(2)



PRESLICED



SOUTH-EST ASIA ONLINE SOLVED CASES

BEFORE



AFTER

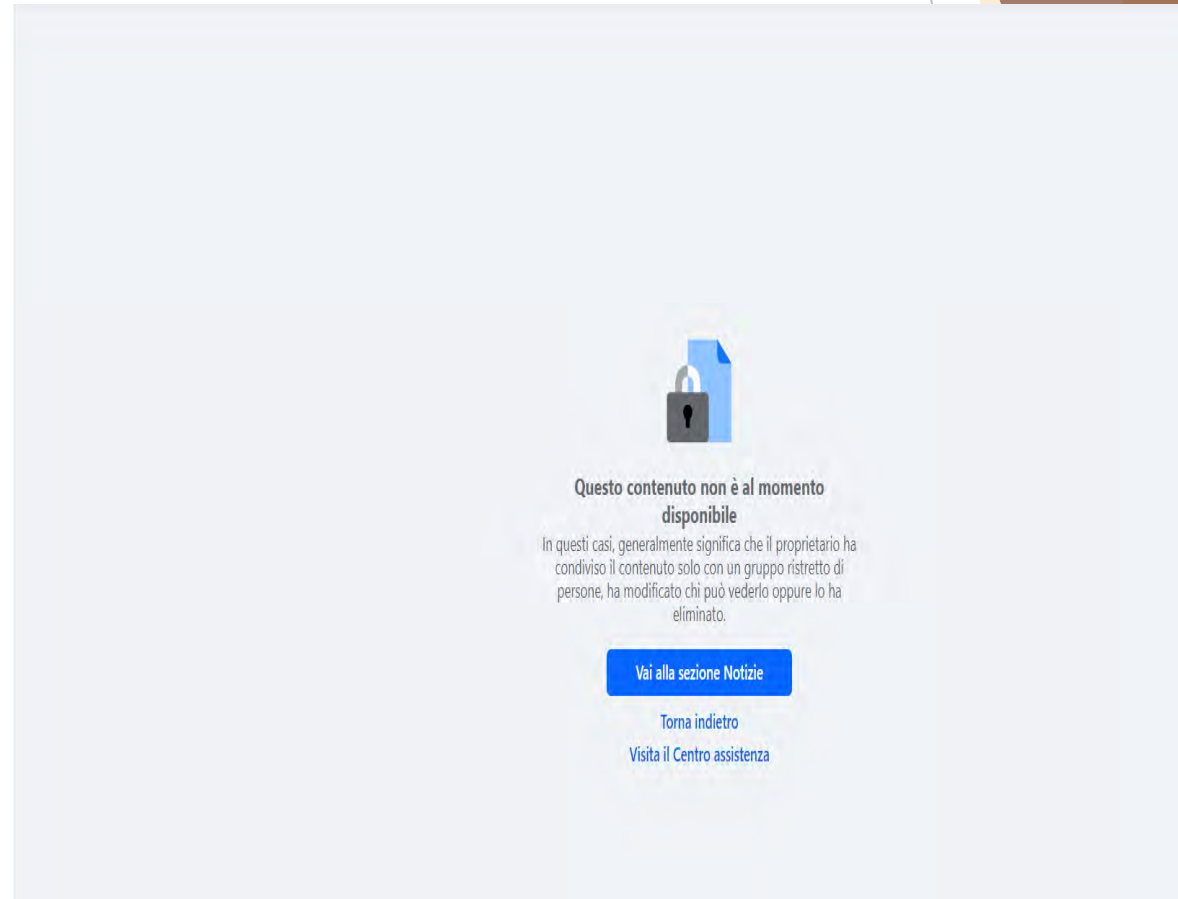


SOUTH-EST ASIA ONLINE SOLVED CASES

BEFORE

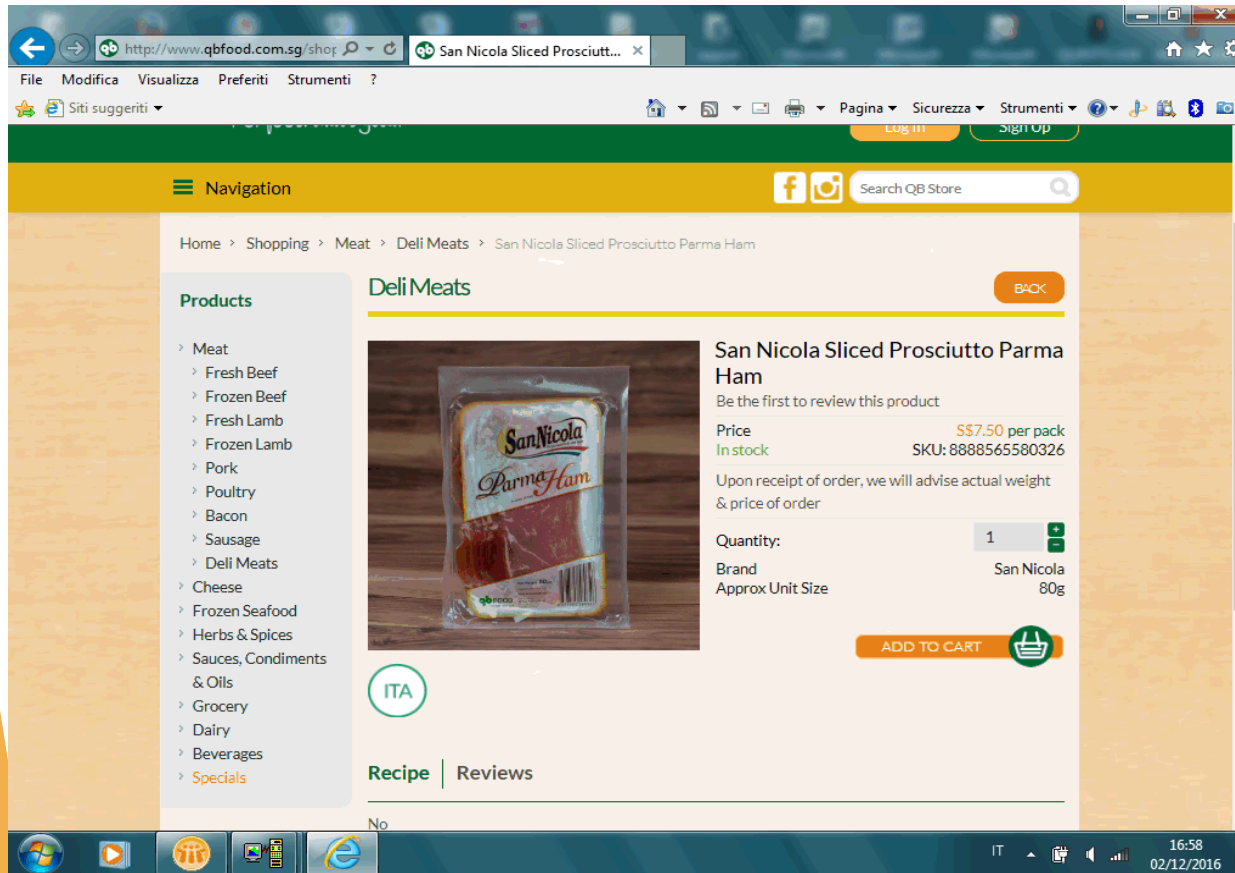


AFTER

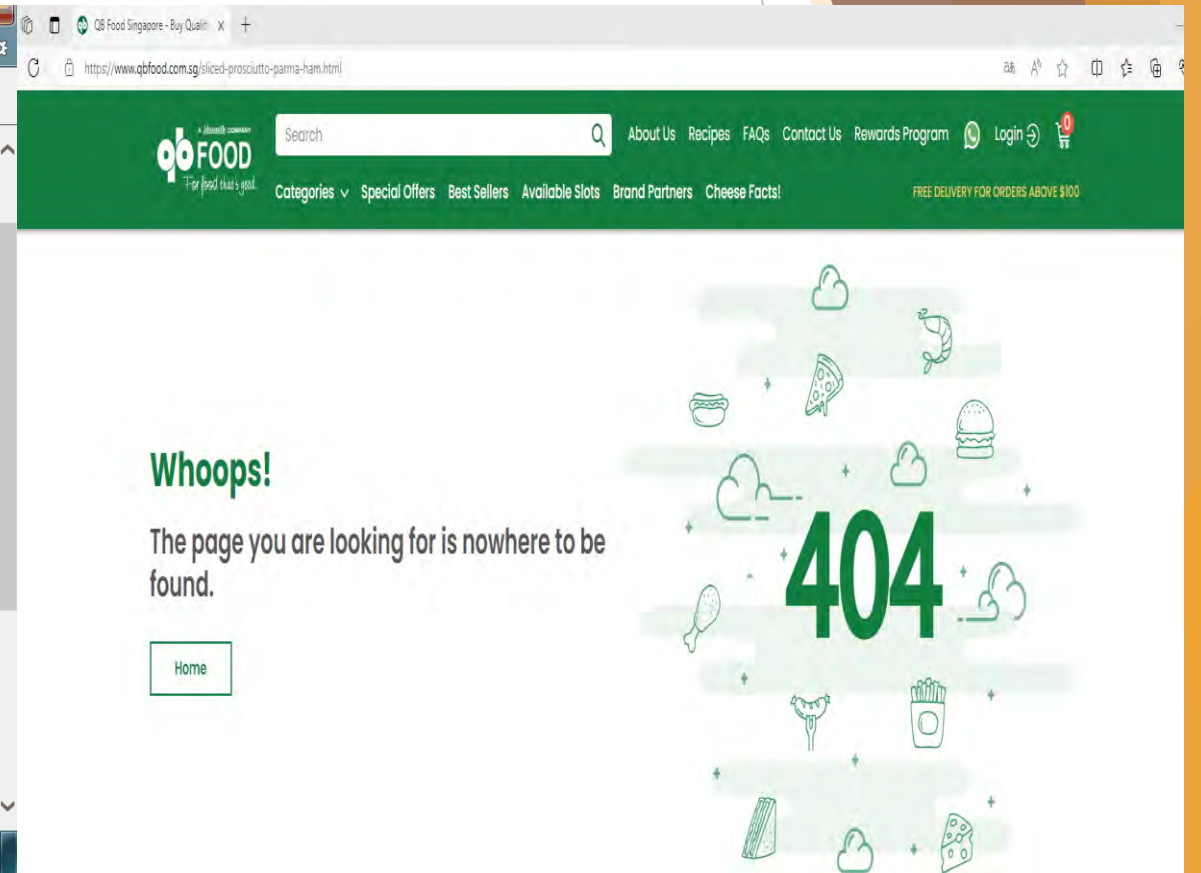


SOUTH-EST ASIA ONLINE SOLVED CASES

BEFORE

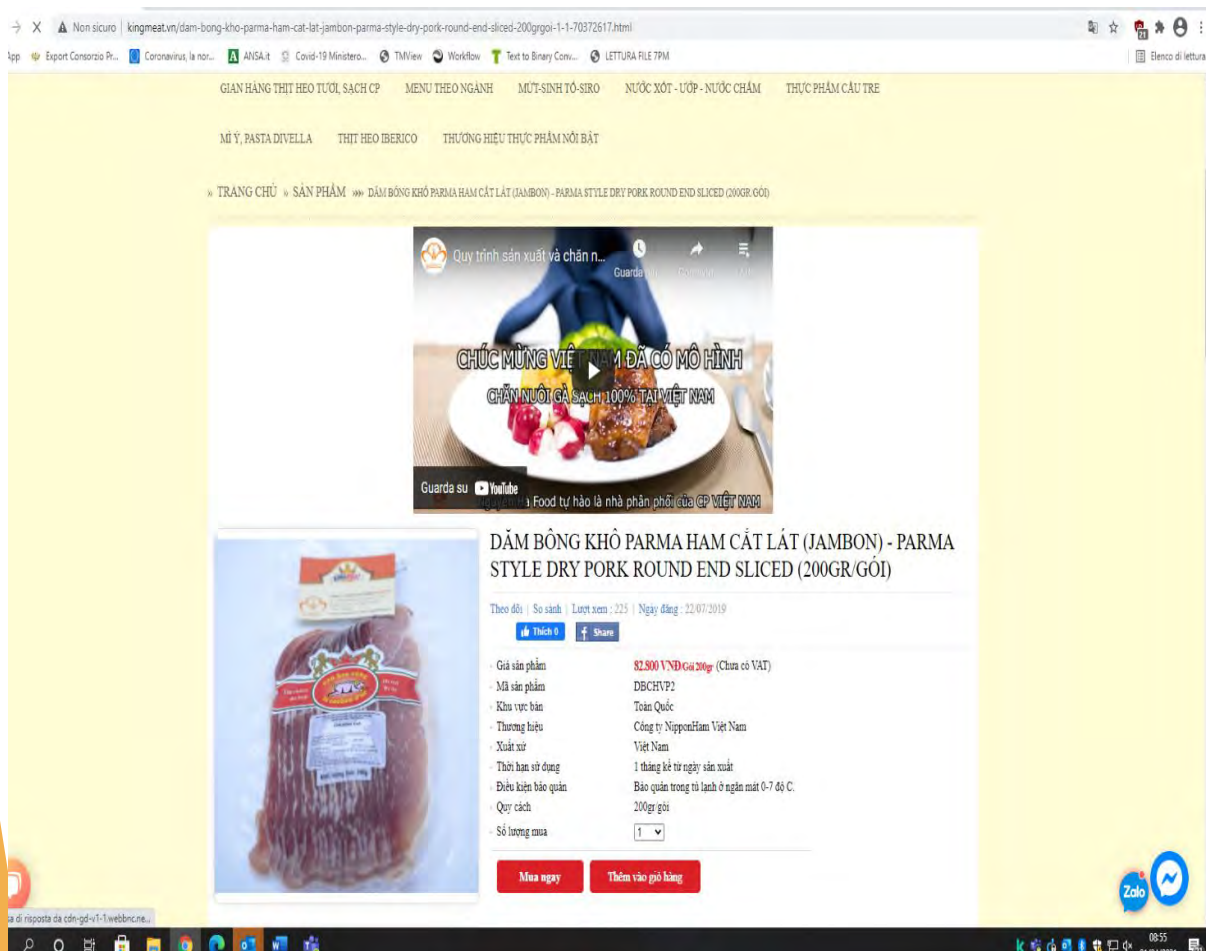


AFTER



SOUTH-EST ASIA ONLINE SOLVED CASES

BEFORE



DẶM BÔNG KHÔ PARMA HAM CẮT LÁT (JAMBON) - PARMA STYLE DRY PORK ROUND END SLICED

DẶM BÔNG KHÔ PARMA HAM - PARMA STYLE DRY PORK ROUND

AFTER



DẶM BÔNG KHÔ PARMA HAM CẮT LÁT (JAMBON) - PARMA STYLE DRY PORK ROUND END SLICED

DẶM BÔNG KHÔ PARMA HAM - PARMA STYLE DRY PORK ROUND

SOUTH-EST ASIA ONLINE INFRINGEMENTS

https://butcherbox.com.sg/products/australian-prosciutto-parma-ham?pr_prod_strat=e5_desc&pr_rec_id=6ddd3ced&pr_rec_pid=8207907258531&pr_ref_pid=7678858657955&pr_seq=uniform

Free Delivery for Orders Above \$150 [Cut Off Time 3pm for Next Day Delivery]



SHOP ▾ BUTCHER BOXES ▾ GREAT SAVINGS ▾ DRY AGED MEAT ▾ COOKING & BUTCHERY ▾ ABOUT ▾ OUR STORES ▾



AUSTRALIAN PROSCIUTTO PARMA HAM 6 MONTHS "GLUTEN FREE" [100G]

\$9.90 SGD

Tax included.

Traditionally cured prosciutto Parma ham.
Great for pastas, risottos, pizza topping,
sandwiches or a charcuterie platter.

Quantity

- 1 +

Add to cart

Share

SOUTH-EST ASIA ONLINE INFRINGEMENTS





→ ↻ https://www.tokopedia.com/lestarisoelal/parma-ham-diced-300gr-terbaru

Download Tokopedia App Tentang Tokopedia Mitra Tokopedia Mulai Berju

tokopedia Kategori

Samsung Note 10 Charger Mobil Samsung A73 Pull Up Bar Hdd 1tb Xbox Series X

[Home](#) > [Makanan & Minuman](#) > [Makanan Kering](#) > [Daging Kering & Asin](#) > [Parma Ham Diced @300gr-terbaru](#)




Parma Ham Diced @300Gr Terbaru

Rp344.520
1% Rp348.000

[Detail](#) [Info Penting](#)

Kondisi: Baru
Min. Pemesanan: 1 Buah
Etalase: [Semua Etalase](#)

Selamat datang di toko kami, sebelum belanja silahkan baca deskripsi produk dengan baik dan teliti ya, perhatikan iklan agar tidak terjadi kesalahan saat pemesanan,
* Kami memiliki kebijakan mengganti kurir jika di rasa pengiriman tidak sesuai
* JIKA INGIN PENGIRIMAN INSTANT/COD BISA LANGSUNG MENGHUBUNGI KE CS ADMIN MELALUI CHAT LANGSUNG DAN JANGAN LUPA SERTAKAN NOMOR HP YANG BISA DIHUBUNGI / ...
[Lihat Selengkapnya](#)

**LESTARI SOELALU**
• Online
☆ 4.6 (17)
🕒 ± 6 jam pesanan diproses

[Follow](#)

Pengiriman

📍 Dikirim dari **Kota Tangerang**
📦 Ongkir Reguler 8 rb - 11,5 rb
Estimasi tiba besok - 22 Okt
Kurir lainnya: [Same Day](#) [Lihat Pilihan Kurir](#)

Beli Lokal

Atur jumlah dan catatan

− 1 + Stok Total: **Sisa 5**

Subtotal Rp348.000 **Rp344.520**

+ Keranjang

Beli

[Chat](#) [Wishlist](#) [Share](#)

SOUTH-EST ASIA ONLINE INFRINGEMENTS



San Daniele Ham
Prosciutto Crudo

Italian food & cheese

14 mth cured



Levoni San Daniele Parma ham 300gr in vacuum pack

Rp720.500

[Detail](#)

Kondisi: Baru

Min. Pemesanan: 1 Buah

Etalase: [Semua Etalase](#)

Presliced San Daniele Parmaham 300gr in vacuum pack

Brand Levoni

Cocok utk isi sandwich, pizza atau langsung untuk dimakan

Vacuum packed

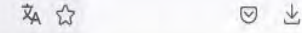
...

[Lihat Selengkapnya](#)



SOUTHEAST-ASIA ONLINE INFRINGEMENTS

https://www.theitalianfoodspecialists.com/cold-cuts-and-cured-meats/prosciutto-crudo--(parma-ham)



HOME

PRODUCTS



ABOUT US

BRANCHES



Prosciutto Crudo (Parma Ham)

1kg | 250g | 180g

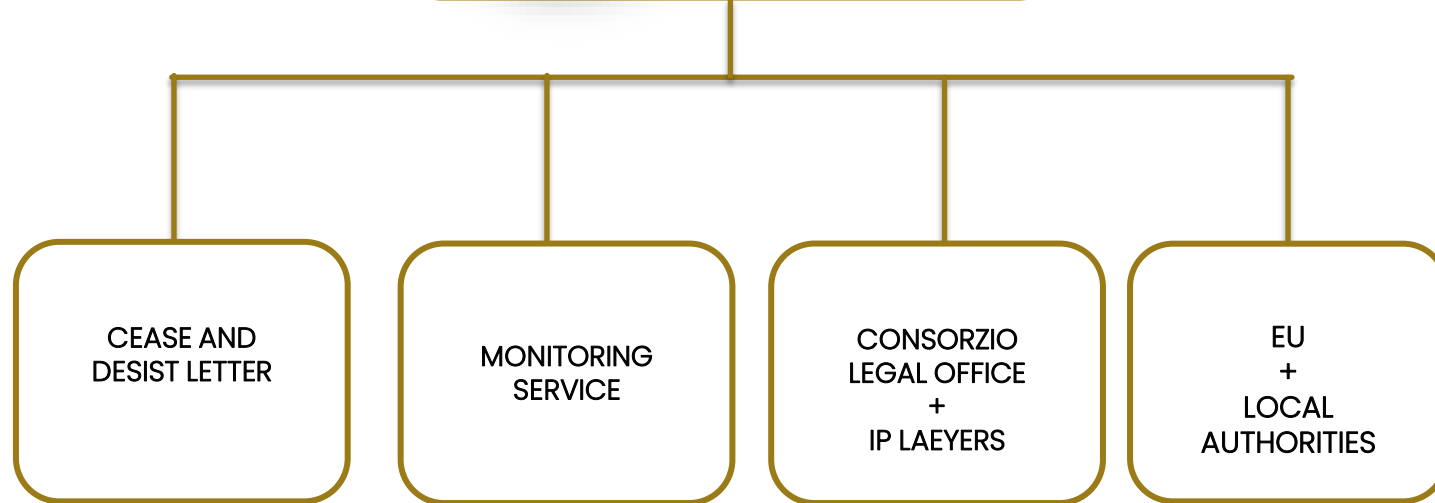
Made from the pig's legs, which are cured and finely ground together, the thin pinkish-red slices strike a perfect balance of meat and fat. It offers a chewy and salty taste, making it a delightful treat for any occasion.

Also available pre-sliced.

CONTACT US



ACTIONS



ENFORCEMENT SYSTEM



EDUCATE/INSTRUCT THE MARKET



INFORM CONSUMERS



תודה
Dankie Gracias شكرا
Спасибо Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Dekojame
Ďakujeme Vielen Dank Paldies
Kiitos Tänname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür ederiz
Σας ευχαριστούμε 감사합니다
Bedankt Ďekujeme vám
ありがとうございます
Tack

simone.calzi@prosciuttodiparma.com

