

The Protection of Geographical Indications in Indonesia: Legal Framework and Recent Developments

Directorate General of Intellectual
Property, Ministry of Law, Republic
of Indonesia



Agenda

Overview of GLs in Indonesia

Recent Developments

Government Support and Policy

Direction

Overview of GIs in Indonesia



Legal Framework

- + Law No.20/2016 on trademarks and GIs
- + Government Regulation No. 51/2007 on GIs
- + Minister Regulation No.12/2019 on GIs
- + Minister Regulation No. 10/2022 regarding Amendment of Minister Regulation No. 12/2019 on GIs



GI Regulatory Framework Development

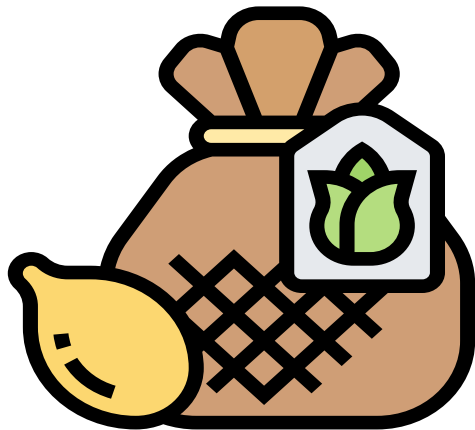


The Concept of GIs



- + **Special characteristics and qualities** compared to similar products from other regions,
- + **Reputation** related to the product's **area of origin**,
- + **Specific geographical factor(s)** not found in other areas, causing the product to be unique or different,
- + **Product identity:** natural conditions, and/or local cultural heritage

Applicant



1. An institution that represents the community in a certain geographical area that operates goods and/or products in the form of:
 - + natural resources
 - + handicrafts
 - + industrial products
2. Provincial or district/city regional government

Object of Protection

- + Natural Resources
- + Handicrafts
- + Industrial Products

Plantation



Agriculture



Handicrafts



Farmery



Forestry



Fisheries & Marine









GI Control Mechanism



GI control is carried out by the Central Government and Regional Governments in accordance with their respective authorities, including:

- + Ensure that certain characteristics and qualities remain as the basis for issuing Geographical Indications;
- + Prevent the unauthorized use of Geographical Indications

Indonesian Registered GI

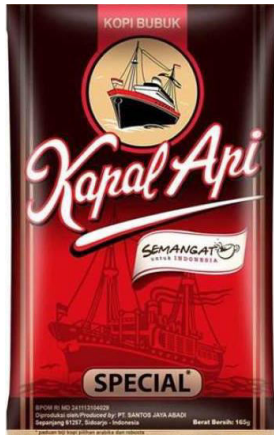
SECTOR	INDONESIAN GI	FOREIGN GI	TOTAL
 Agriculture	156	5	
 Forestry	3		
 Fisheries and Marine	15		
 Farmery	4	3	
 Wine/spirit/whisky		6	
 Handicraft/Industrial products	55	1	
TOTAL	233	15	248

Recent Developments





GI products that have higher prices than similar goods.



Rp 35.000

1,8 times



Rp 63.000



Rp 75.000

2 times



Rp
150.000



Rp 8.000

5 times



Rp 40.000



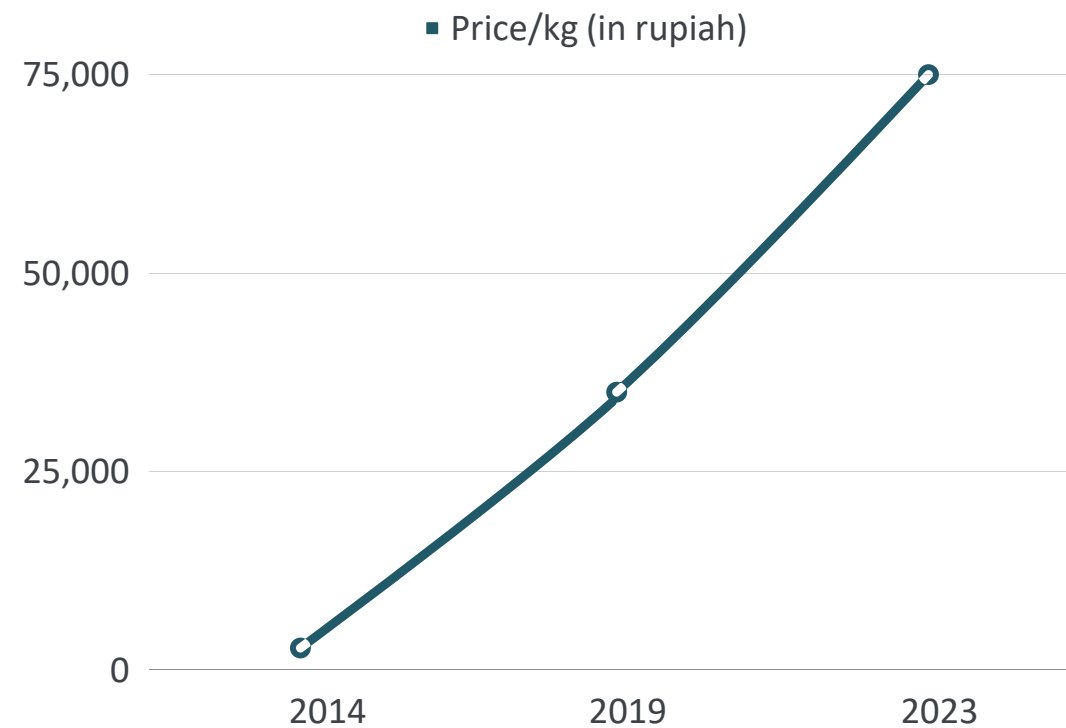
Geographical Indication products are priced higher than similar goods — in some cases, their prices can reach more than 1.5 times higher.



AMED BALI SALT



Price of Amed Bali Salt





Sumatera Koerintji Arabica Coffee

Green Bean

After GI Registration:

Rp 60.000 - Rp 70.000 (2016-2017)

Rp 120.000 - Rp 130.000 (2018-present)



Before GI Registration:

Rp 40.000 - Rp 60.000



Domestic Market:
(Supplier of 200 Cafés
in Indonesia)



International market
(Europe, Korea,
Australia, US)





Koerintji Cinnamon

After GI Registration :
Rp 60.000 - Rp 70.000

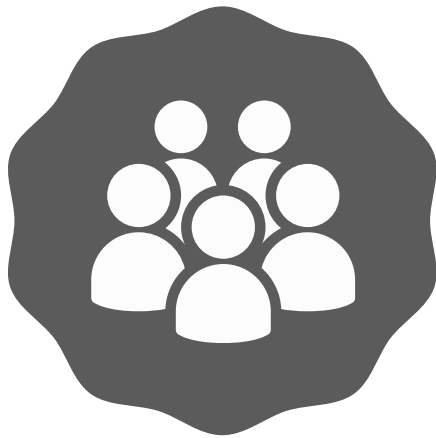


Before GI Registration :
Rp 40.000 - Rp 60.000

International
Market
(Europe)



Empowering Rural Communities



- + Building a strong regional image through unique, high-quality products that could also be valorized through eco-tourism
- + Encouraging collective action to maintain product quality, reputation, promotion, and protection
- + Maintaining active and productive participation of local communities
- + Increasing support from central and/or local governments for rural development

Empowering Rural Communities



Amed Salt Festival
Amed, Karangasem, Bali

Salt harvesting tour
Cooking demo
Food and spa festival using Amed salt
Amed salt sales
Photo exhibition
Jukung boat race

3 — 19 October 2019

Venue
Amed Salt Center
Jl. I Ketut Natih, Purwa Kerthi,
Abang, Karangasem, Bali

Sea salt with distinctive and unique taste harvested from the coastal area of Amed using traditional methods for generations since 15th century

Supported by Indonesian-Swiss Intellectual Property Project
Certified Indonesian Geographical Indication product



Amed Salt is GI certified!
100% TRACEABLE

TRANSPARENT AND INCLUSIVE



Supported by




EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT
Directorate F – Outreach, Research and Geographical Indications
F.3. Geographical indications
Brussels, 18/5/2023



EXTRACT FROM THE REGISTER
OF PROTECTED DESIGNATION OF ORIGIN AND PROTECTED GEOGRAPHICAL INDICATIONS
ESTABLISHED BY ARTICLE 11 OF REGULATION (EU) NO 1151/2012

1. Name:	Garam Amed Bali / Bunga Garam Amed Bali
2. Class:	Class 2.6. Salt
3. File number:	PDO-ID-02610
4. Type:	Protected Designation of Origin (PDO)
5. Country:	Indonesia
6. Date of registration:	14/10/2022
7. Legal instrument:	Official Journal L 268, 14.10.2022

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Head of Unit

Empowering Rural Communities



- + From 5.265 to 10.928 farmers
- + since registration

Muntok White
Pepper



- + Before GI registration:
40 groups – 1,750 farmers
- + After GI registration:
60 groups – 2,640 farmers

Kintamani Bali
Arabica Coffee

Protecting local cultural traditions and natural assets



- + Inherited local know-how
- + Use of traditional production tools
- + Use of local varieties for agricultural and plantation products
- + Preserving the production landscape (e.g., terraced fields)
- + Maintaining local vegetation and ecosystem balance (e.g., forest honey, fishery products)

Protecting local cultural traditions and natural assets



Amed Bali Salt

- + Localized and ancestral salt production
- + Combining local natural resources (coconut trees, mountain soil) +
- + traditional practices
- + Unique know-how of salt producers
- + Specific landscape

Government Support and Policy Direction



The development and support of Geographical Indications



The development and support of GIs are carried out by the central and/or local government according to their respective authorities, which include:

- + Inventory of potential GIs, public awareness activities, and facilitation of GI registration applications
- + Training and technical assistance, development, utilization, and commercialization of GIs

(Art. 70, Law 20/2016)

The development and support of Geographical Indications



Pre-Registration Stage

- + Mobile IP Clinics held across all provinces
- + Inventory of potential GIs and registration facilitation in collaboration with relevant ministries/institutions.
- + GI Drafting Camps to facilitate the preparation of applications.
- + Inclusion of GI registration as one of the performance targets of the Regional Offices of the Ministry of Law

The development and support of Geographical Indications



Post-Registration Stage

- + Domestic and International GI Exhibition
- + GI Business Forum
- + Collaboration with other ministries/institutions, local government, and relevant stakeholders to promote GI products
- + Partnership with international partners for technical cooperation and GI support
- + International agreement, and registration of Indonesian GIs abroad

Geographical Indications for Exchange under IEU-CEPA

- + 72 GI from Indonesia will be protected under the Indonesia EU CEPA
- + Mostly come from Agricultural products
- + 221 GI from EU will be protected in Indonesia under the Indonesia EU CEPA

+ **List of Indonesian Geographical Indications Registered through Direct Application to the European Union**

1. **Kopi Arabika Gayo (Gayo Arabica Coffee) – Aceh Province (Registered)**
2. **Garam Amed Bali (Amed Bali Salt) – Bali Province (Registered)**
3. **Lada Putih Muntok (Muntok White Pepper) – Bangka Belitung Islands Province (Registered)**
4. **Gula Kelapa Kulonprogo Jogja (Kulonprogo Jogja Coconut Sugar) – DIY Province (Special Region of Yogyakarta) (Registered)**
5. **Kopi Arabika Flores Manggarai (Flores Manggarai Arabica Coffee) – NTT Province (East Nusa Tenggara) (Under Application)**
6. **Kopi Arabika Flores Bajawa (Flores Bajawa Arabica Coffee) – NTT Province (East Nusa Tenggara) (Under Application)**
7. **Kakao Berau (Berau Cocoa) – East Kalimantan Province (Under Application)**



Brussels, 17/11/2025



EXTRACT FROM THE REGISTER

OF PROTECTED DESIGNATION OF ORIGIN AND PROTECTED GEOGRAPHICAL INDICATIONS ESTABLISHED BY ARTICLE 11 OF REGULATION (EU) NO 1151/2012

1. Name: Kopi Arabika Gayo
2. Combined nomenclature code: 09 - COFFEE, TEA, MATÉ AND SPICES
0901 - Coffee, whether or not roasted or decaffeinated; coffee husks and skins; coffee substitutes containing coffee in any proportion
3. File number: PGI-ID-2115
4. Type: Protected Geographical Indication (PGI)
5. Competent Control Authorities: Geographical Indication Experts Team (GIET) within the Directorate General of Intellectual Property Rights Indones
6. Country: Indonesia
7. Date of registration: 23/05/2017
8. Legal instrument: Official Journal L 134, 23.05.2017

European Commission, 1049 Brussels, Belgium - Tel.: +32 22901111

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Brussels, 17/11/2025



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1. Name: Garam Amed Bali / Bunga Garam Amed Bali
2. Combined nomenclature code: 25 - SALT; SULPHUR; EARTHS AND STONE; PLASTERING MATERIALS, LIME AND CEMENT
2501 - Salt (including table salt and denatured salt) and pure sodium chloride, whether or not in aqueous solution or containing added anti-caking or free-flowing agents; sea water
3. File number: PDO-ID-02610
4. Type: Protected Designation of Origin (PDO)
5. Competent Control Authorities: -
6. Country: Indonesia
7. Date of registration: 14/10/2022
8. Legal instrument: Official Journal L 268, 14.10.2022

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Brussels, 17/11/2025



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1. Name: Lada Putih Muntok
2. Combined nomenclature code: 09 - COFFEE, TEA, MATÉ AND SPICES
0904 - Pepper of the genus Piper; dried or crushed or ground fruit of the genus Capsicum or of the genus Pimenta
3. File number: PDO-ID-02919
4. Type: Protected Designation of Origin (PDO)
5. Competent Control Authorities: -
6. Country: Indonesia
7. Date of registration: 05/07/2024
8. Legal instrument: Official Journal L, 2024/1871, 5.7.2024

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Brussels, 17/11/2025



EXTRACT FROM THE REGISTER

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1. Name: gula Kelapa Kulonprogo Jogle
2. Combined nomenclature code: 17 - SUGARS AND SUGAR CONFECTIONERY
1702 - Other sugars, including chemically pure lactose, maltose, glucose and fructose, in solid form; sugar syrups not containing added flavouring or colouring matter; artificial honey, whether or not mixed with natural honey; caramel
1702 90 - Other, including invert sugar and other sugar and sugar syrup blends containing in the dry state 50 % by weight of fructose
3. File number: PDO-ID-2923
4. Type: Protected Designation of Origin (PDO)
5. Competent Control Authorities: Directorate General of Intellectual Property Ministry of Law and Human Rights Republic of Indonesia
Jl. HR. Rasuna Said Kav. 8-9, Jakarta Selatan, Jakarta, Indonesia
Indonesia
02157905613
subdit.igi@dgip.go.id
https://www.dgip.go.id

European Commission, 1049 Brussels, Belgium - Tel.: +32 22901111

6. Country: Indonesia
7. Date of registration: 28/03/2025
8. Legal instrument: Official Journal L, 2025/622, 28.3.2025

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THANK YOU