

Geographical indications (GIs) protection and international negotiations

IPKey Conference on Geographical Indications in the EU and Southeast Asia

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Kuala Lumpur, 24/11/2025

GIs at international level and in the EU



Geographical names

Generic names: link has disappeared in time, production evaded (Cheddar, Brie)

Indication of provenance: only factual provenance (e.g. Belgian chocolate)

“Fancy” names: no link with the area of production (Irish coffee)

Traditional Specialities Guaranteed: link has disappeared in time, but the production method remained linked to the geographical name (Pizza Napoletana)

Geographical Indications: qualities linked to the area (‘Lenticchia di Castelluccio di Norcia’)



Legal framework for GIs

- **WTO:** TRIPS agreement as framework - Articles 22-24 (no register, legal basis for bilateral agreements)
- **WIPO:** Geneva Act of the Lisbon agreement (multilateral register)
- **EU:** Two sets of rules for agricultural products and foodstuffs (including wines and spirits) + craft and industrial goods (EU register). Exclusive EU systems as regards these sectors.
 - ❖ Agricultural products and foodstuffs, wines and spirits - Regulation (EU) No 2024/1143
 - ❖ Craft and industrial goods - Regulation (EU) 2023/2411



Porto / Port

Roquefort

Jerez / Sherry

Φέτα / Feta

Queso Manchego

Dingač

Cognac

České pivo

Münchener Bier

Gorgonzola

Pálinka

Tiroler Speck

Tokaj

Genièvre / Jenever / Genever

Vinho Verde

Murfatlar

Irish Cream

Polska Wódka / Polish vodka

Mortadella Bologna

Μαστίχα Χίου / Masticha Chiou

Schwarzwälder Schinken

Gouda Holland



EU Quality Designations

1. Defined geographical area

+

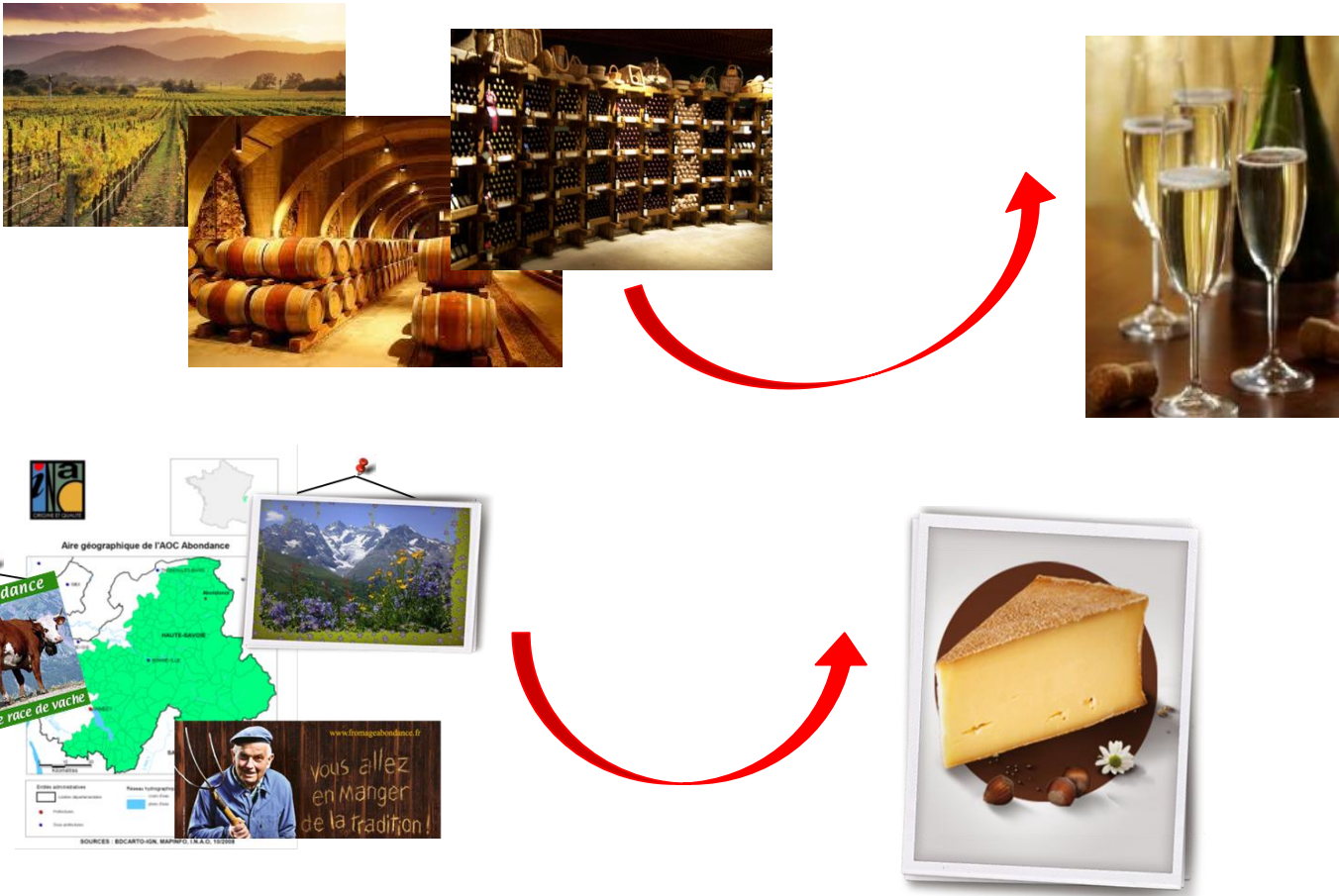
2. Specific product with 'qualities'

+

3. Link between 1. and 2.

=

PDO
PGI **GI**



- **PDO**
Protected Designation of Origin
(food & wine)
- **PGI**
Protected Geographical Indication
(food & wine)
- **GI**
Geographical Indication
(spirits)



Protection of PDO/PGI in the EU

- Valuable **intellectual property right** (collective right)
- Protection of the **name** not of the product
- Against any **misuse, imitation or evocation** and any other practice liable to mislead the consumer
- Right to use: applies to **any operator within the geographical area** respecting product specification
- Protection **unlimited in time** (but possibility of cancellation if compliance with the product specification is no longer ensured)

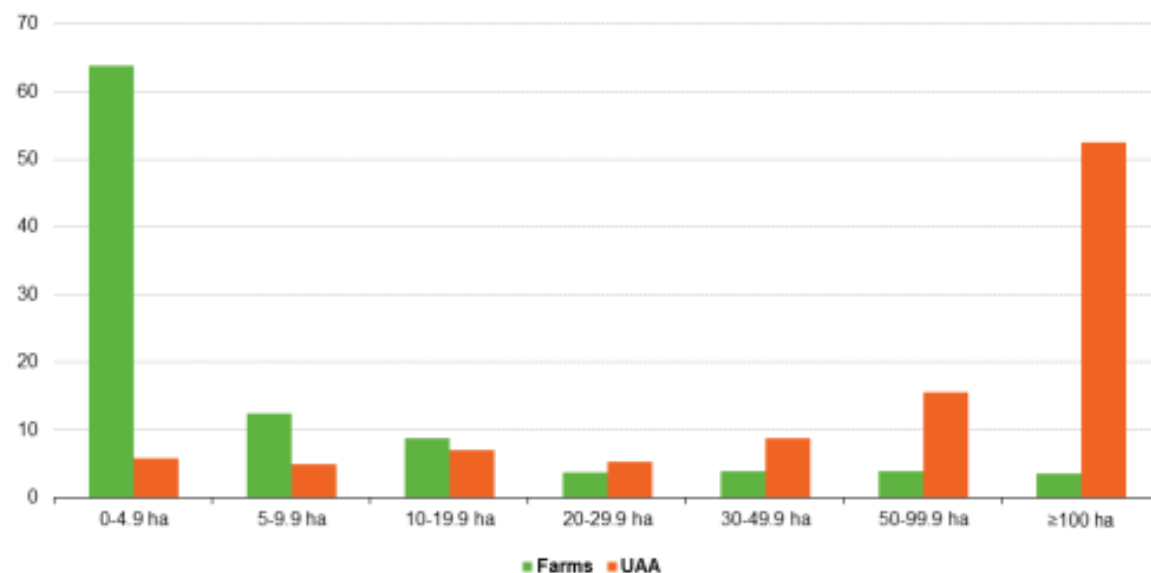


Why are GIs important to the EU?



Farm size in the EU

Distribution of EU farms and utilised agricultural area according to farm size
(%, 2020)



Note: There are some differences in the threshold applied by some Member States, often to exclude the very smallest agricultural holdings which together contribute 2% or less to the total UAA excluding common land, and 2% or less to the total number of farm livestock units.

Source: Eurostat (online data code: ef_m_farmleg)

eurostat 

Average farm size	hectares
EU	17
USA	> 180
Australia	> 4 000
New Zealand	> 270
Japan	> 2
Malaysia	< 10
Indonesia	< 2
Thailand	< 5
Philippines	< 1

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?

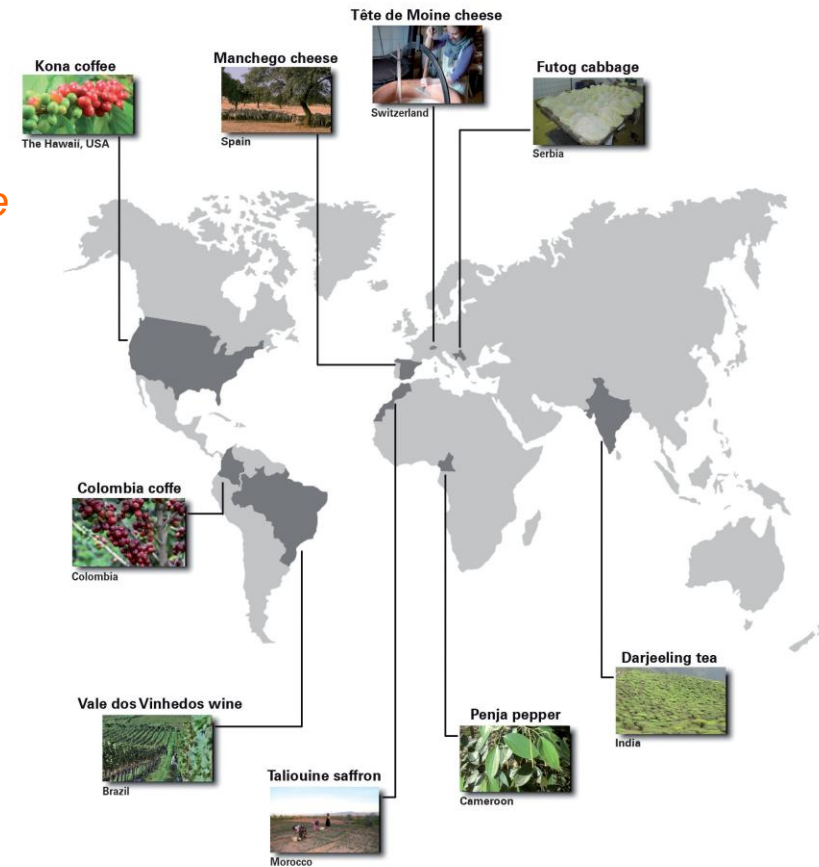
➤ Value premium!

«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



EU GIs: what is in it for producers?

➤ EU GIs economic figures:

- 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)

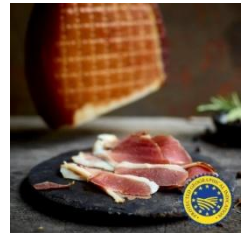
➤ **Sales destinations:**

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

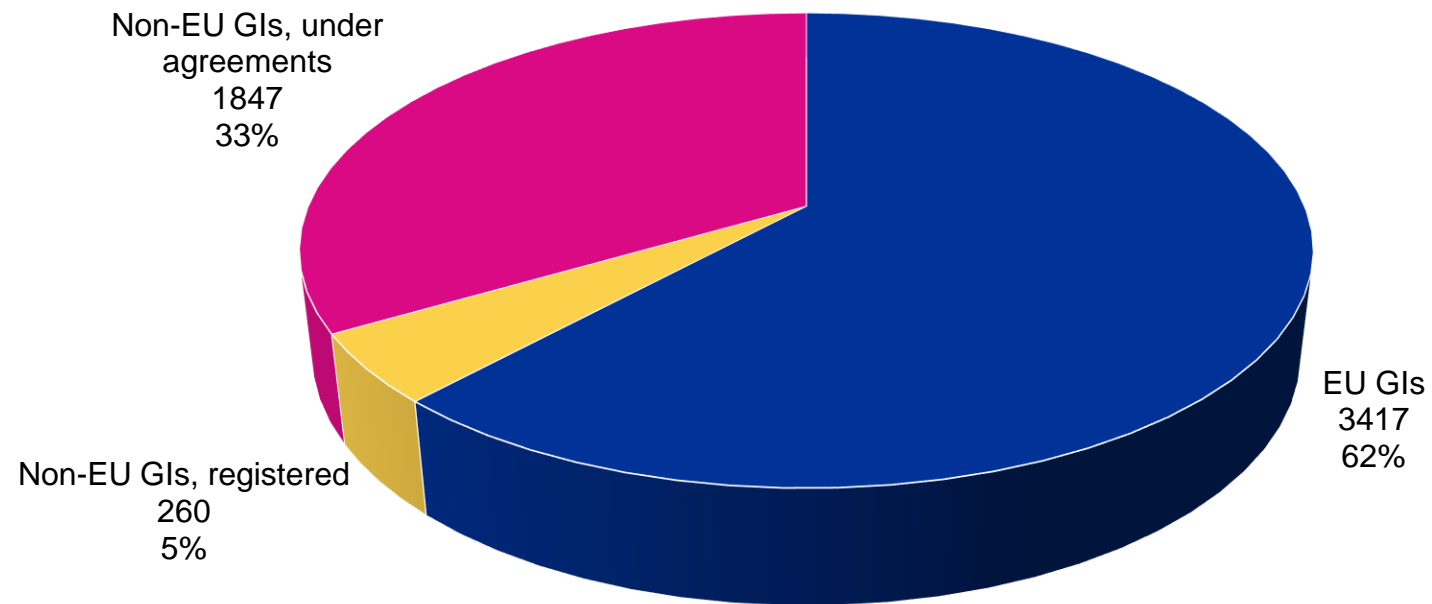


EU GIs: what is in it for consumers?

- 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 / market
- It **prevents the standardization** of products and allows to offer a **wider choice to consumers**



GIs protected in the EU





Source: GI View, 15 September 2025. Whole-of-Ireland GIs are counted only as EU GIs.

Databases

eAmbrosia: legal register for agriculture GIs

ec.europa.eu/agriculture/eambrosia/geographical-indications-register

eAmbrosia
the EU geographical indications register



eAmbrosia is a legal register of the names of agricultural products and foodstuffs, wine, and spirit drinks that are registered and protected across the EU. It provides a direct access to information on all registered geographical indications, including the legal instruments of protection and product specifications. It also displays key dates and links for applications and publications before the geographical indications are registered.

You can also find information about the traditional terms for wine and the traditional specialities guaranteed in the section [Related links](#) below.

[Wine register](#) ☐

[Agricultural products and foodstuffs register](#) ☐

[Spirit drinks register](#) ☐

Geographical Indications - Search

Product type

Product category

Name

Application type

Country zone

Country

Type

Status


File number

Search

Reset

3840 Records



Product type, Country, File number, Na...



GIview: database of all GIs protected in the EU

www.tmdn.org/giview

GIview English ▼



Search for Geographical Indications across the European Union and beyond

Country ▼

Geographical Indication / File number

Search

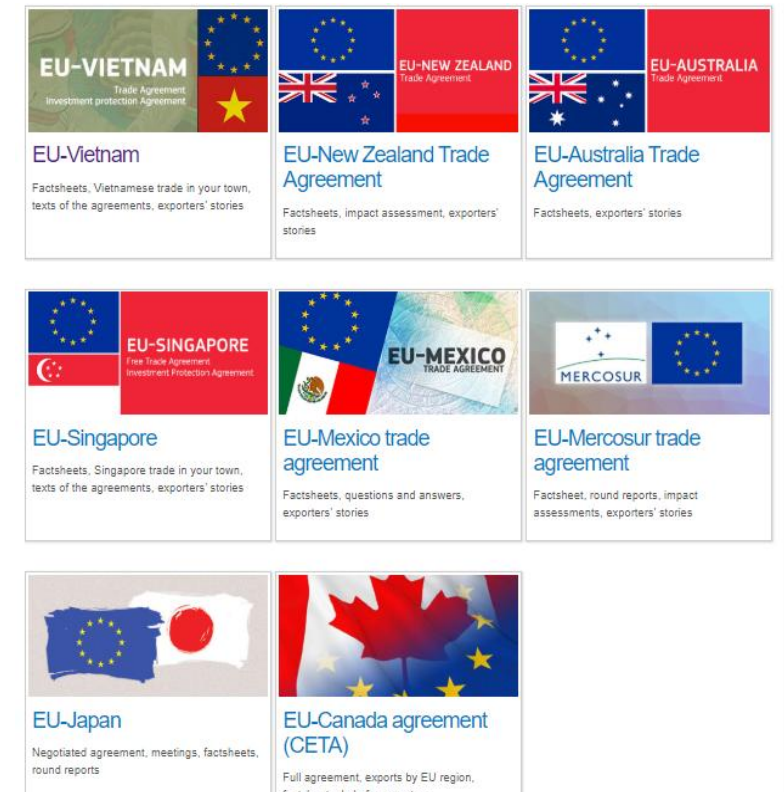
GIs and International Agreements



International agreements

Art. 24 TRIPS: Members may enter into negotiations to increase protection of individual GIs

The **scope of protection of a given GI can be extended** through international agreement (bilateral or multilateral) → FTA, sectorial agreement (W&S), Lisbon system/Geneva Act (WIPO)



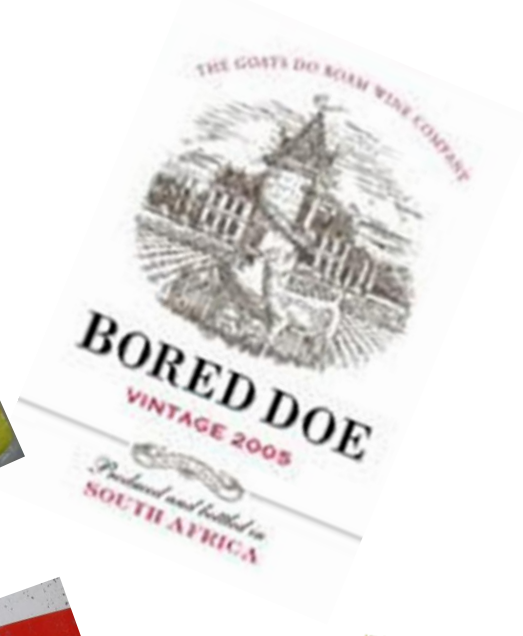
International Agreements

The TRIPS Agreement:

- ✓ Provides for an international definition of GIs
- ✓ All products are covered (basic level of protection)
- ✓ Wines and spirits are covered with higher level of protection i.e. use prevented even if consumers not mislead about origin
- ✓ Non-agricultural GI's are also protected

Why additional protection is needed?

- ❖ Against any misuse, imitation or evocation
- ❖ Against use of expression "like" "style" "type"...

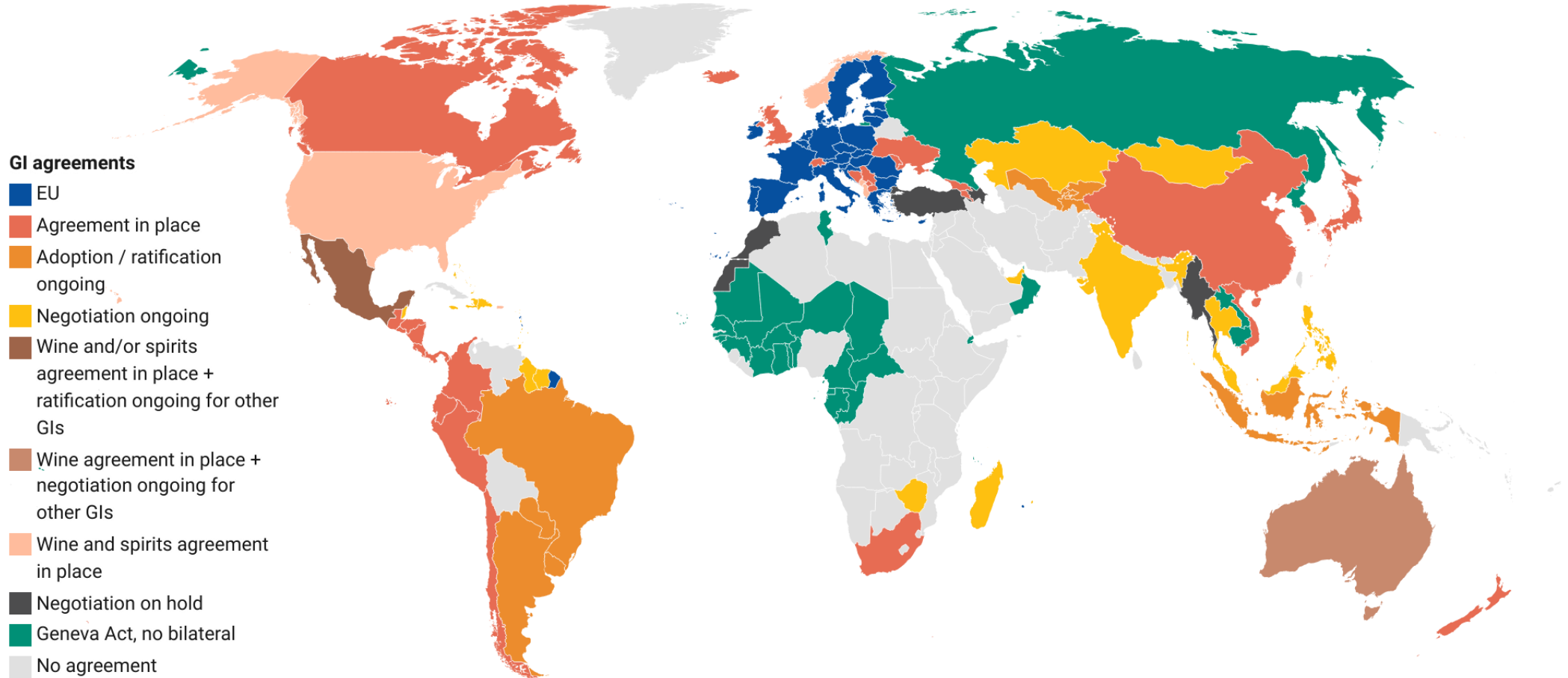


Protection of EU GIs in third countries

- In Bilateral Agreements (FTAs, wines & spirits or only GIs) the EU aims at:
 - “High level” of Protection of GIs beyond TRIPS
 - Reciprocal protection (GIs protected directly and indefinitely)
 - Co-existence of GIs with prior TMs registered in good faith
 - Ensuring administrative enforcement
- Currently there are:
 - 38 agreements in force or concluded with GI chapters (e.g. Vietnam, Indonesia, China, Japan, South Korea, Singapore, Mercosur, Mexico, Canada, New Zealand)
 - 13 negotiations ongoing (e.g. Malaysia, Australia, Thailand, Philippines, India, UAE, etc.)
- Over 1800 third country GIs currently protected in the EU via agreements



Agreements on the protection of GIs



23 September 2025

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Darjeeling

Napa Valley

Cam Vinh

Miyazaki Wagyu / Miyazaki Beef

Kafee Doi Chaang

Pisco

Tequila

mangga ng Guimaras

Kampot pepper

Kopi Arabika Gayo

Cachaça

Poivre de Penja

Banano de Costa Rica

Phu Quoc

Connemara

Marlborough

Khao Hom Mali Thung Kula Rong-Hai

Garam Amed Bali

Café de Colombia

Cordero Patagónico

南京盐水鸭 / Nanjing Yan Shui Ya

Boseong Nokcha / Boseong Green Tea





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