



# ***Protection of GI in EU:***

## **Policy, Legal Framework**

Online Workshop  
Implementing Best Practices of Protection  
Systems for GI in EU, *24 March 2021*

*Živilė KAZLAUSKAITĖ*  
*DG Agriculture and Rural Development*  
*European Commission*



## GI is the *name* of a product



Φέτα / Feta PDO (EL)



Arancia Rossa di Sicilia PGI (IT)



Aachener Printen PGI (DE)



Liliputas PGI (LT)

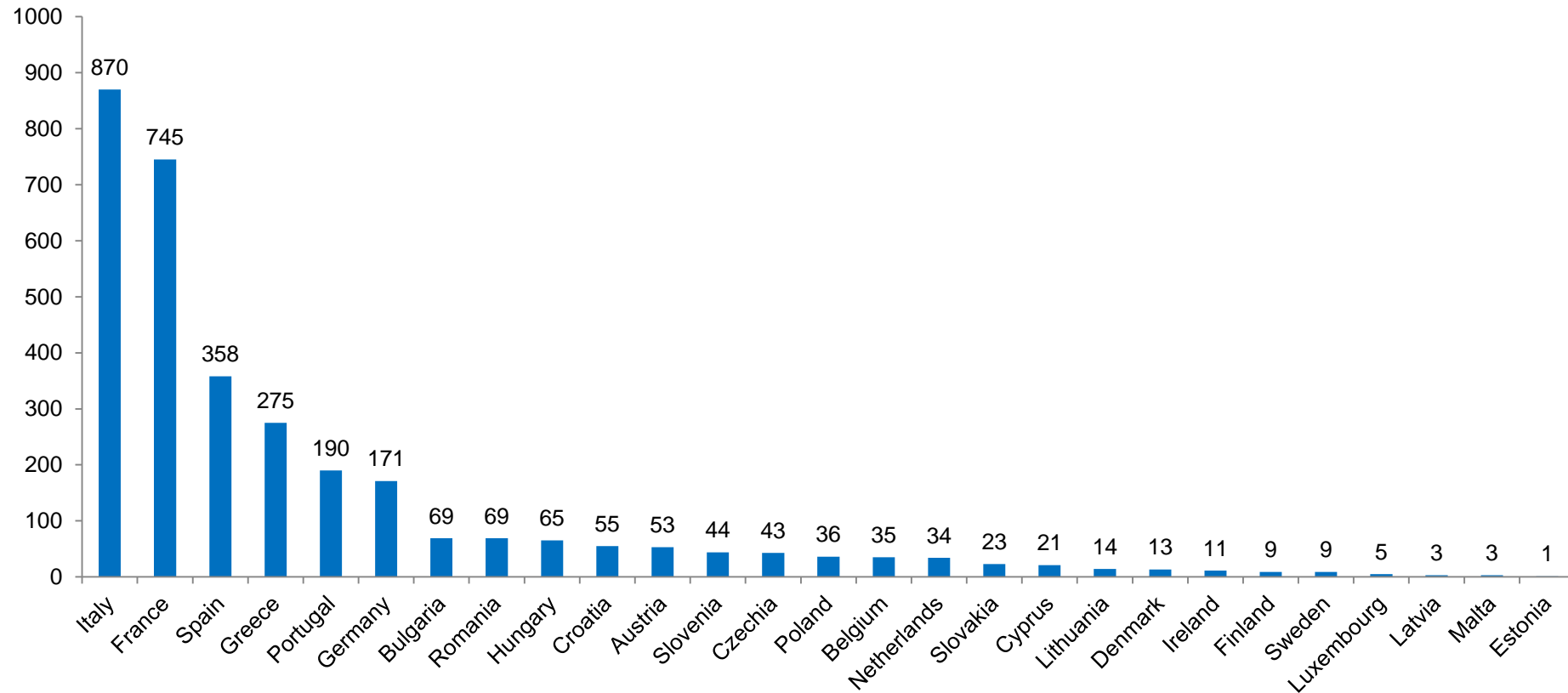


Vinho verde PDO (PT)

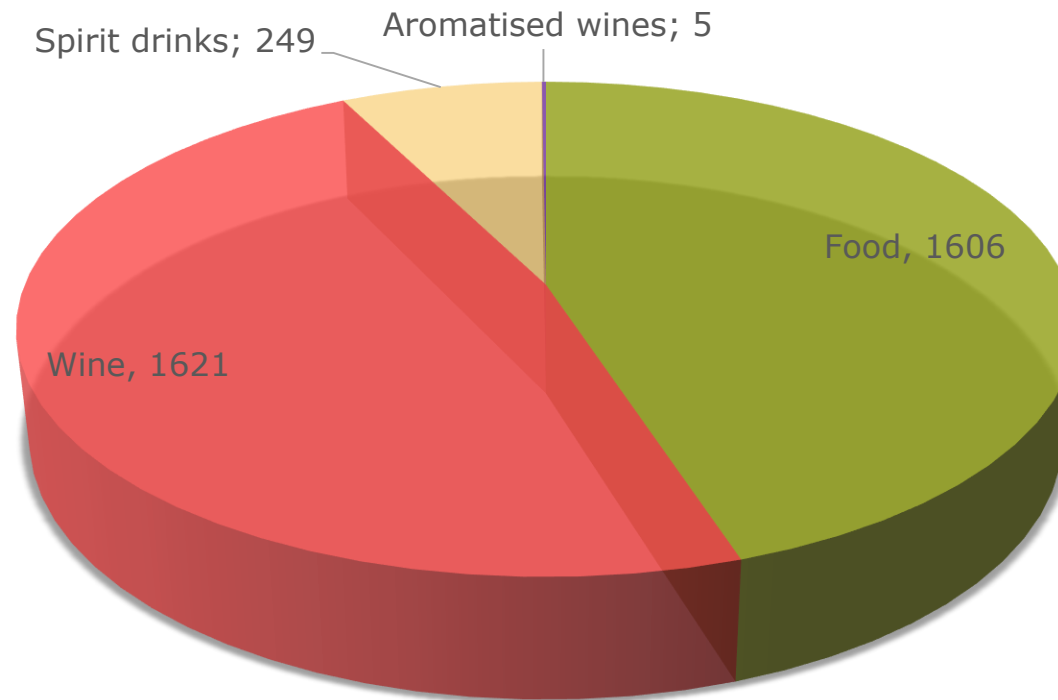


Polska Wódka GI (PL)

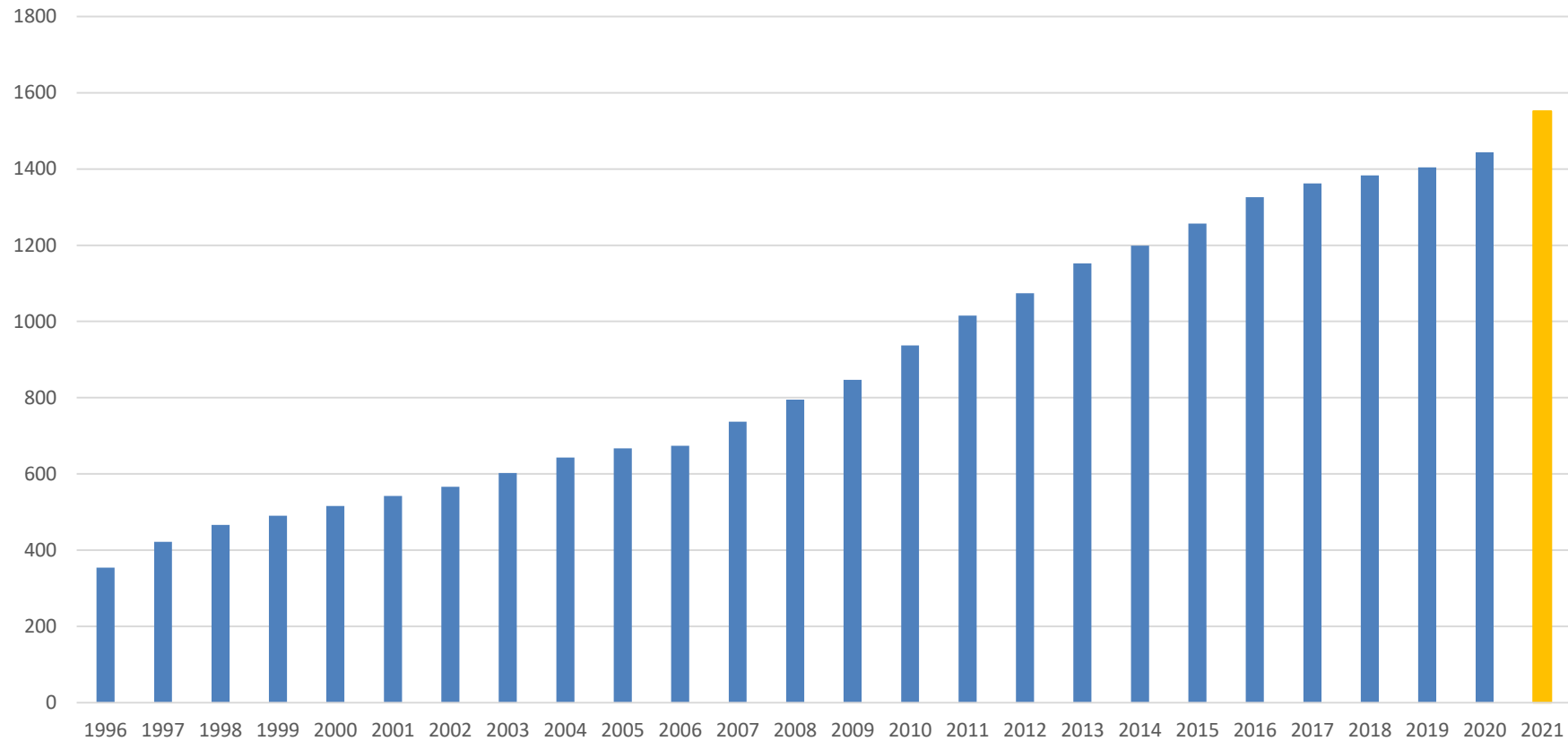
## Registered GIs by EU Member State – March 2021



## Registered GIs by Sector - March 2021



## Evolution of PDO/PGI Food Registrations (non-EU countries included) – March 2021



## EU schemes

Agricultural products and foodstuffs - Regulation (EU) No 1151/2012

Wines – Regulation (EC) No 1308/2013

Spirits – Regulation (EU) 2019/787

Aromatised wines – Regulation (EU) No 251/2014



Agriculture  
and Rural  
Development



## GI *links* a place and a product

Defined  
geographical  
area

+ Specific product

+ Link between  
them



Rioja PDO  
(ES)

Thym de Provence  
PGI (FR)



Czosnek  
galicyjski PGI  
(PL)



# Intellectual property protection

- 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**



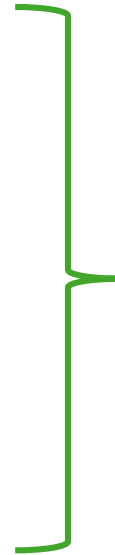


# EU quality designations

**PDO: Protected Designation of Origin**  
(Food & Wine)

**PGI: Protected Geographical Indication**  
(Food & Wine)

**GI: Geographical Indication**  
(Spirits & aromatised wines)





# Transparency of information

The EU applies full transparency on GIs protected in the EU originating in Member States and Third Countries  
(Direct Applications)

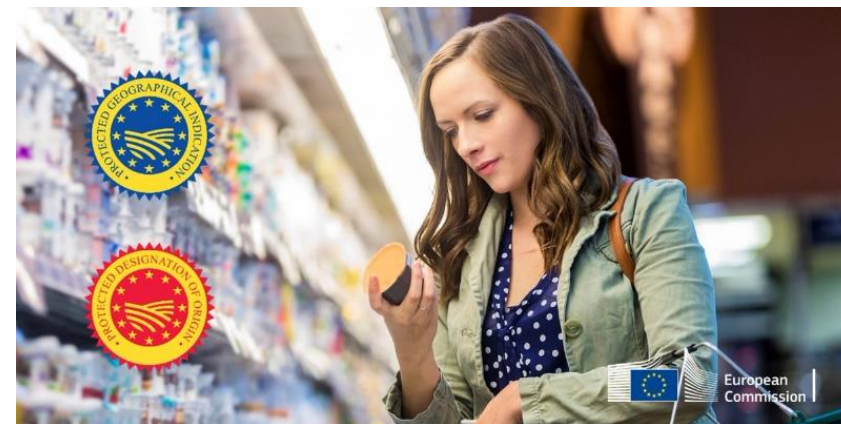
## e-ambrosia (EU geographical indications register)

<https://data.europa.eu/euodp/en/data/dataset/eambrosia-eu-geographical-indications-register>



**Rural IPR**

## Benefits

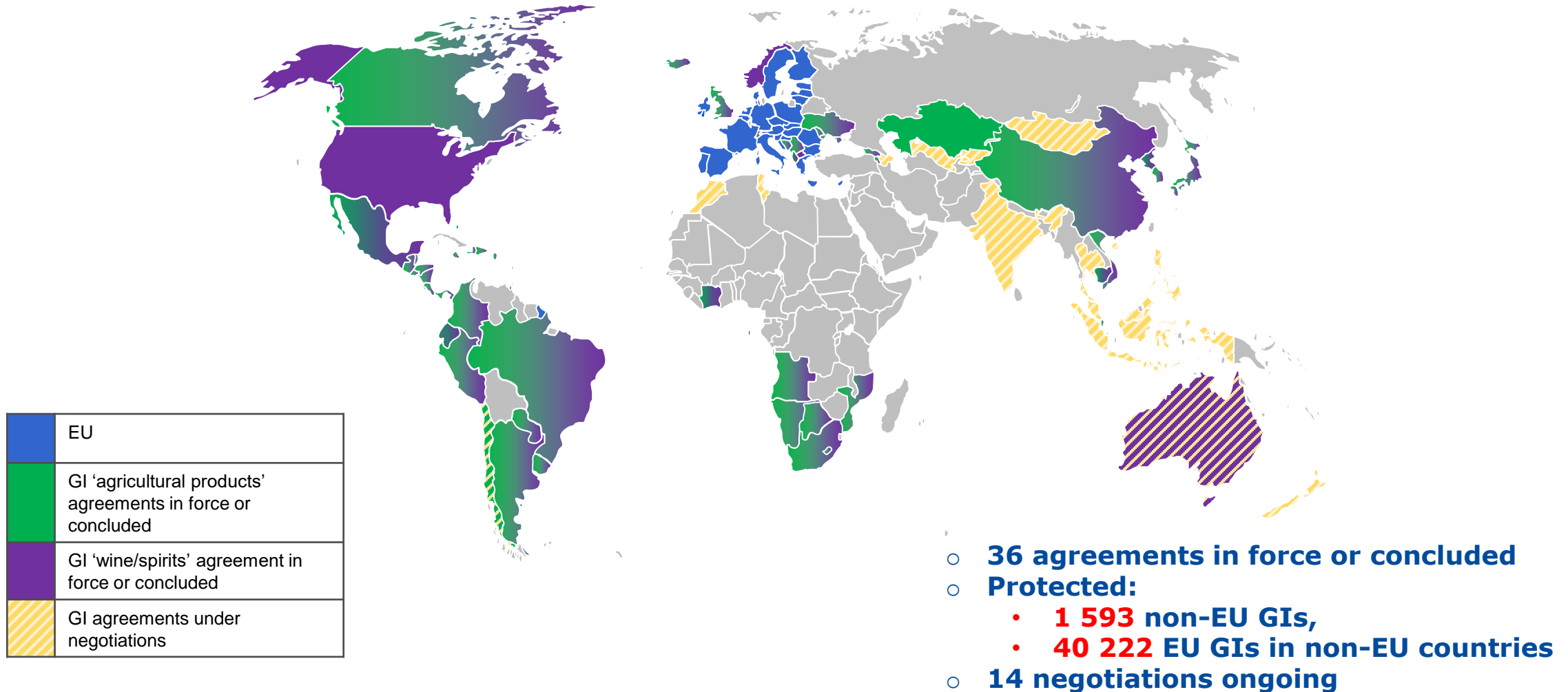


**Guarantee authenticity**

## Protect local value at global scale



## GIs protected in international agreements



## Non-EU countries (**Food**, **Wine**, **Spirit drinks**)

- *215 names registered (direct application)*

China (110)  
United Kingdom (69)  
Turkey (5)  
Thailand (4)  
Cambodia (2)  
Norway (2)  
Andorra (1)  
Colombia (1)  
Dominican Rep. (1)  
India (1)  
Indonesia (1)  
Vietnam (1)

United Kingdom (5)  
Brazil (1)  
USA (1)

United Kingdom (5)  
Norway (2)  
Guatemala (1)  
Peru (1)  
Mexico (1)

## Examples from non-EU Countries

### Darjeeling and Café de Colombia: Trade mark combined with GI protection



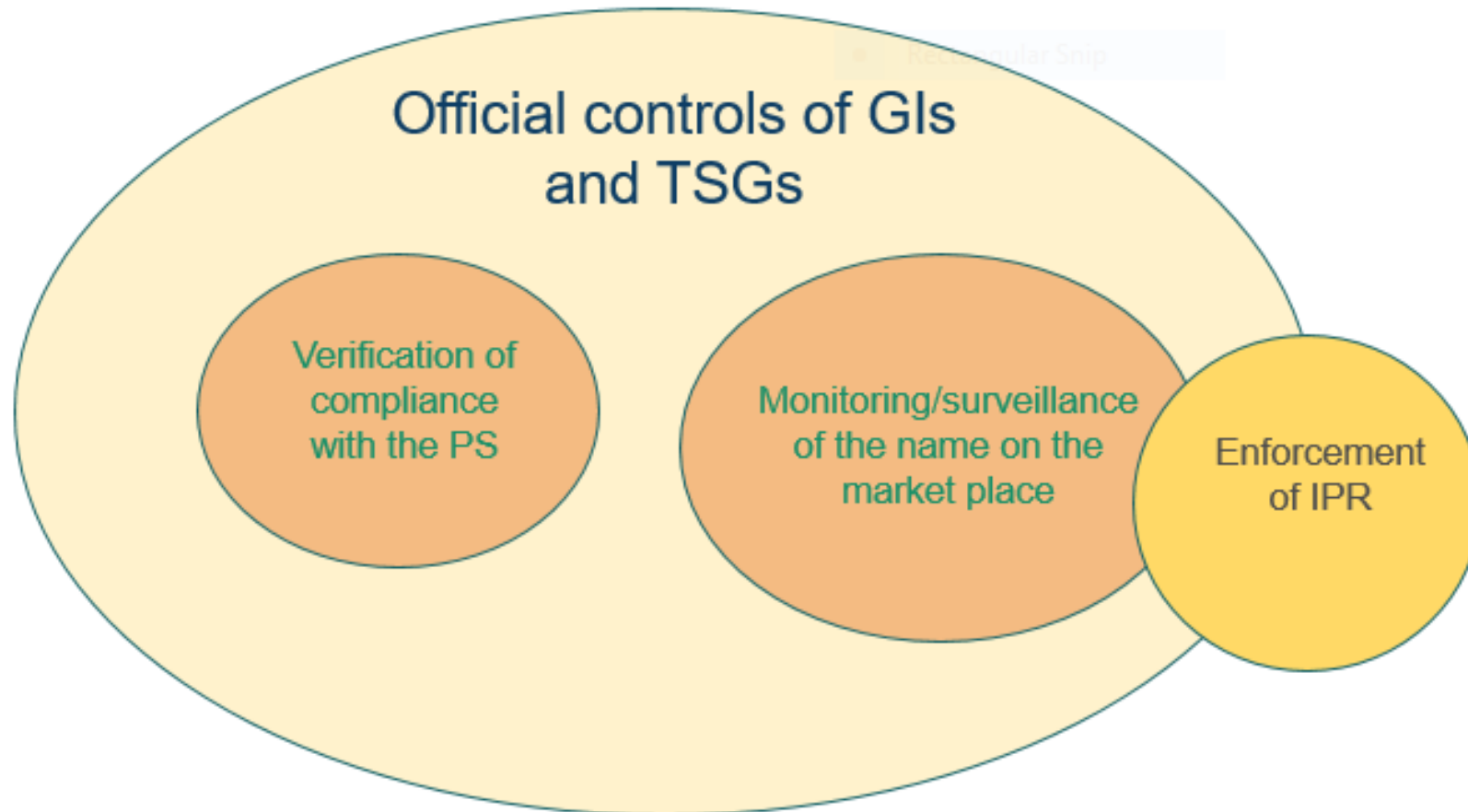
Tea plantation in Darjeeling, Kirsten Frisk



Cafetales Colombia By Triángulo del Café Travel



## Controls and enforcement of GIs



## Controls: production stage

### Official Food Controls

Verification of compliance with product specification

Controls by Member State authorities or Control body accredited to ISO/IEC standard 17065 (product certification bodies)





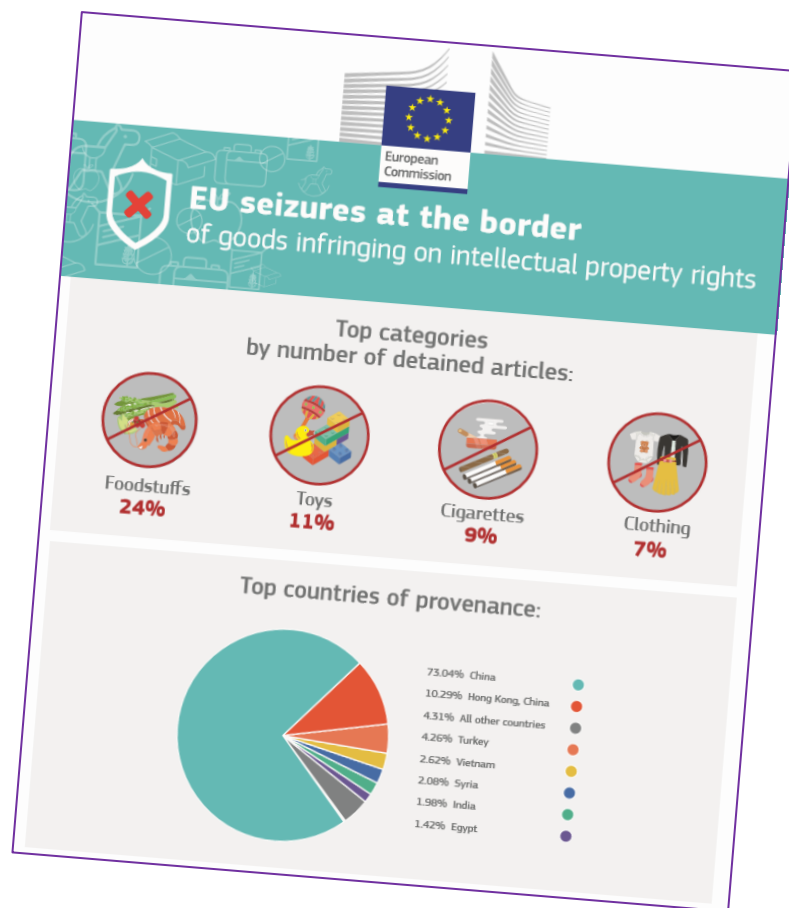
## Enforcement: after production stage

EU Market  
Internet  
International market  
Customs  
Goods in transit





## Extent of GI non-compliance and fraud



## Evocations: unfair competition examples

**Non genuine Low cost**



**Non genuine high cost**



## One of the possible solutions

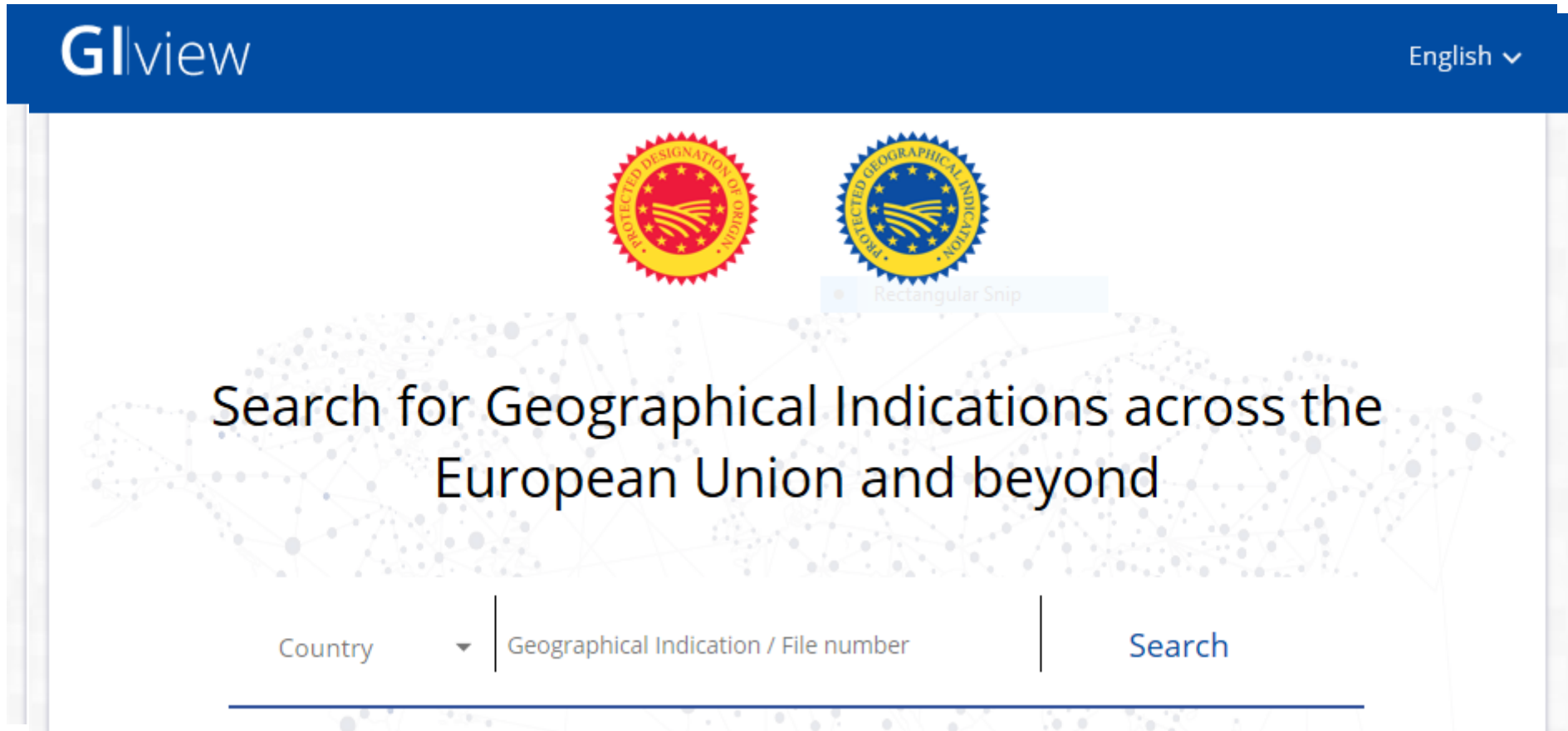
### Rebranding



### Advantages

- No evocation
- No confusion
- No unfair competition
- Can be marketed

## What is Giview ?



The screenshot shows the Giview website interface. At the top left is the 'Giview' logo, and at the top right is a language dropdown menu set to 'English'. Below the header, there are two circular logos: a red one for 'PROTECTED DESIGNATION OF ORIGIN' and a blue one for 'PROTECTED GEOGRAPHICAL INDICATIONS'. A 'Rectangular Snip' tool is visible over the blue logo. The main heading reads 'Search for Geographical Indications across the European Union and beyond'. Below this is a search form with a 'Country' dropdown, a text input field for 'Geographical Indication / File number', and a 'Search' button.

<https://www.tmdn.org/giview/>



# GView: Ukraine

**GView** English ▾

2 results found Results per page 20 ▾

UA ▾  List

**Filters**

**Product type**

- Wine
- Food
- Spirit drink
- Aromatised wine

[Filter by categories](#)

Product name ^	Product type ⇅	Country ⇅	Priority date / Status ⇅
Новий Світ / Novyj Svit (Novy Svet)	Wine Other	Ukraine	01/01/2016 Protected under agreement
Сонячна Долина / Soniachna Dolyna (Soniachna Dolina)	Wine Other	Ukraine	01/01/2016 Protected under agreement

Displaying results << < 1 - 2 / 2 > >>

# EU GIs protected in TC

## Prosciutto di Parma



Rectangular Snip

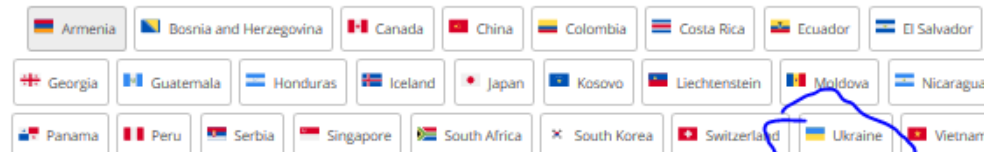
Country/ies of origin Italy	Type Protected Designation of Origin (PDO)	File number PDO-IT-0067	Product type Food	Basis of protection EU register
Priority date 21/06/1996	Product category Class 1.2. Meat products (cooked, salted, smoked, etc.)			
Status Registered				

Legal instrument of protection at EU level  
Official Journal L 148, 21.06.1996

Publications  
Official Journal L 148, 21.06.1996  
Official Journal C 86, 20.04.2007  
Official Journal L 31, 05.02.2008  
Official Journal L 47, 24.02.2010  
Official Journal L 317, 28.11.2013

Ares(2020)3944942  
*Amendment pending*

### Protections under international agreements



### Country authorities

#### Ministero delle Politiche Agricole Alimentari e Forestali

Via XX Settembre, 20  
00187 Roma  
Italy

☎ [+39 06 46655104](tel:+390646655104)

<https://www.politicheagricole.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/3f>

### Producer groups

#### Consorzio di tutela del Prosciutto di Parma

Largo P. Calamandrei, 1/A  
43121 PARMA  
Italy

☎ [+390521246211](tel:+390521246211)

[www.prosciuttodiparma.com](http://www.prosciuttodiparma.com)

### Control bodies

#### CSQA Certificazioni Srl (CSQA)

[parmadop@csqa.it](mailto:parmadop@csqa.it)  
[www.csqa.it](http://www.csqa.it)

## GView: MAP





**GI producer groups**



**eAmbrosia**  
*public*



**36 agreements**

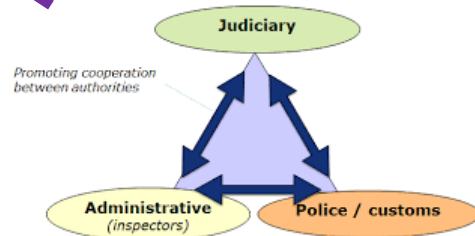
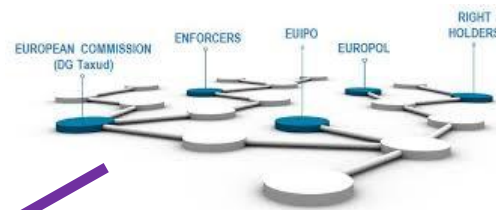


**MS or 3C input and control**



**GI View**

**GI-View**



**enforcement**

**EUIPO Enforcement Portal (ex-EDB)**

*customs  
police  
anti-fraud  
judiciary  
shop inspectorate  
rural policy*

*retailers  
traders  
TM applicants*

*research  
publicity*

**DG SANTE AAC System (AA and FF)**



***Thank you for your attention***  
***Дякую***

**Запитання?**

***[https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels\\_en](https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels_en)***

*Agriculture  
and Rural  
Development*

