



# **Geographical Indications**

A way forward for local development

## **Inter GI 2010**

April 26- May 7, 2010

Belambra Residence La grande Motte

**International GI Training**  
**Module 2010**  

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**Summary report**

# Table of contents

<b>1 An innovative course</b> .....	4
<b>2 The participants</b> .....	4
<b>3 Learning method and programme</b> .....	5
3.1 Field trips .....	6
3.2 Presentations by the participants.....	7
3.3 Lectures by experts or researchers .....	8
3.3.1 The uniqueness of GI products: concept and context.....	8
3.3.2 Legal framework and public policies .....	8
3.3.3 Qualification .....	9
3.3.3 Remuneration .....	9
3.3.4 Reproduction .....	9
3.3.4 International cooperation .....	10
3.4 Working groups and role play .....	10
<b>4 Course evaluation</b> .....	11
App 1 : the trainees and their posters .....	14
App 2: the lecturers and their presentations .....	16
App 3: the organizers .....	18

Sixteen professionals from 14 countries participated to the fourth international 2-week training course, Inter-GI 2010, on “GIs : a way forward for rural development”, held at the Residence Belambra Club , la Grande Motte (France) from April 26th to May 7th, 2010.

## **1 An innovative course**

Geographical Indications are currently a thematic of great relevance. The protection of geographical names for original local productions raises an increasing interest from farmers, processors and governments. The internationalization of agro-food markets leads to a greater importance of property rights and other related concerns. The preservation of traditional knowledge, the power that the image of the region exerts on consumer attractiveness, the local synergies with other economic sectors, are further arguments for this increasing attention. On the European continent, the concept is well known by consumers and implemented in a number of countries with largely positive impacts. In the new world and in developing countries, a growing interest is also visible, mainly because many drivers and trends playing at the international level are the same. Geographical Indications are one of the most debated Intellectual Property Rights at the World Trade Organization. This generates an intense activity at the level of intergovernmental negotiations. However, the need to create various technical forums with regulators in charge of applying the legal frameworks and with rural development practitioners is becoming more evident. The objective of this training course was to strengthen the skills and knowledge of professionals from diverse professional and geographical background involved in the development of GIs in their respective countries, and thus to help maximize the impact of GIs on local and rural development and rural producers' livelihoods.

Since 2007, sessions are organized annually, alternately in Switzerland and France. Before this session, a third edition was held in the Château de Bossey (Switzerland), in 2009.

This training course was jointly organized by UMR Innovation (CIRAD-INRA-SupAgro, France), AGRIDEA (Switzerland), and the financial support of, the French Ministry of Agriculture and Fisheries (MAP), IPI, SECO, Seedev, and the French Agency for Development (AFD) which provided grants for the trainees. We thank them for their valuable financial support and their active participation.

## **2 The participants**

To assure the quality of the training, we accept only a limited number of candidates. Candidates are selected according to their personal dossiers. At the individual level, preference is given to candidates with good English skills and who are seriously involved in a GI project or in the relevant administration of their country. At the group level, importance is given to diversity regarding the participant's country, age, gender and type of activity in relationship with GIs.

The sixteen trainees came from all over the world to participate in the training: Jamaica, Brazil, Peru, Indonesia, Malaysia, Vietnam, India, Sri Lanka, China, Kenya, Cameroon, Syria, Serbia and Croatia. All of them were already involved in geographical indications either in the frame of an NGO (2), a Ministry (2), a bureau of standard (2), a private company (1) or an Intellectual Property office (9).

### 3 Learning method and programme

This course is based on interactive methods. Participants are asked to present their experience, and exchange with other participants and trainers. Exercises are performed in groups on different case studies.

Field case studies are based on documents review, interviews of the actors of the supply chains, producers, processors, directors of inter-professional bodies of GI products. They contribute to the in-depth comprehension of concepts and real case situations.

Presentations in class by experts, and meetings with important national administrators of GI registrations, give a good knowledge of the legal framework.

Restitutions, debriefings and class room discussions complete the interactive learning methodology.

The program referred to the virtuous cycle of the GI, such as defined in the FAO book “Linking people, places and products”<sup>1</sup>



<sup>1</sup> FAO (ed) Linking people, place and products. A guide for promoting quality linked to geographical origin and sustainable Geographical Indication. FAO, Roma, 2009, 196p.

## 3.1 Field trips

### 3.1.1 Field visit of Olive oil of Nyons AOC (Huile d'olive de Nyons)

On the third day, the participants had the opportunity to take part of a field visit to the twenty years old AOC “olive oil of Nyons”. The objective of this visit was to meet the various actors of this supply chain, to reconstitute the history of the creation of the AOC, to identify the stakes which it represents, the evolutions in terms of techniques and organization, means implemented for its operation. We visited olive producers, the co-operative and private mills which carry out the processing into oil. The President of the organization of GI defence and management presented us the principal points of the code of practices, the organization for certification controls and the sanctions as well as the financing of the system.

The AOC “olive oil of Nyons” was a real success, making it possible to rehabilitate the orchard of olive-trees and to remunerate the producers. Presently, the AOC knows one more difficult period due to the competition of new specific olive oils and to the local overproduction.



### 3.1.2 Field visit of Châtaigne d'Ardèche (Chestnut of Ardèche)

For the second field visit, the group was divided into two. The first large group went to visit the AOC “Châtaigne d'Ardèche” (sweet chestnut of Ardeche) and the second group the IGP “veau rosé des Pyrénées” (calf rosy of the Pyrenees). These two destinations appeared interesting to participants because they showed a certain number of difficulties of GIs construction and management.

The AOC “sweet chestnut of Ardeche” is a recent AOC, which approval in AOP had been rejected by the European Union. During this crisis period, the participants could meet the various actors: a sweet chestnut producer, a producer-processor, a processor, a shipper. The difficulties encountered during the creation of the AOC

relate to the number of products processed from sweet chestnut, the definition of the code of practices of each product, the relation between the GI and the trademarks already known.



### 3.1.3 Field visit of veal “Rosée des Pyrénées

The Association for the management of „Rosee and Vedell of Catalan Pyrenees“ (55 members) has been established in 1992. Since 1994, it produces, promotes and sells under a collective trademark two types of meat: Rosée des Pyrénées meat issued of young not weaned calves, and vedell meat issued of older weaned and fattened calves. They opposed to the Spanish initiative to apply for PGI for similar products in 2004 and negotiated a common code of practices that was finalised in 2008. The PGI was recognised of both side of the border at national level in 2009.



## 3.2 Presentations by the participants

At the beginning of the formation, each participant presented a poster it had prepared. This poster followed a pre-established plan: legal and institutional framework, aspects of a market, controversies in the country, description of some products potential or already recorded as GI (see app I).

Each poster was discussed by the participants. This session gave the opportunity to all the participants to exchange their experiences between themselves and with the trainers. It made it possible to highlight the questions and the centres of interest of the various participants.

The posters remained posted on the walls of the room during the formation, which allowed trainers as well as participants to refer to them during coffee breaks or working sessions.



### **3.3 Lectures by experts or researchers**

#### **3.3.1 The uniqueness of GI products: concept and context**

Jean-Pierre Boutonnet presented a general overview of GI. He recalled the main characteristics to the participants and underlined the differences between GI and trademarks. The institutions necessary to the operation of GI registration and management were clearly identified and their role described.

#### **3.3.2 Legal framework and public policies**

Jacques Laffont (INAO) presented the GI registration system in France and Europe. He indicated the various stages to be followed to qualify the product, to highlight its specific characteristics and the link to a territory. He illustrated this approach on the case of the white wine “Picpoul of Pinet”.

Anne Perret (Agridea) pointed out the existing differences between the French institutional framework and the Swiss institutional framework.

Nathalie Frigant (Wipo) reminded us the five multilateral treaties applicable to GIs: Paris Convention for the Protection of Industrial Property (1883), Madrid Agreement on the Repression of False or Deceptive Indications of Source on Goods (1891), Lisbon Agreement for the Protection of Appellations of Origin and their International

Registration (1958), Madrid Agreement and Protocol for the international registration of marks (1891 and 1989), WTO -TRIPS Agreement: (1994)

Delphine Marie-Vivien (CIRAD) presented how the TRIPS agreements have conducted the EU system to change and to recognize third countries GIs. UE registration can be obtained for third countries GIs through two ways: application to UE or bilateral agreement.

She also presented the state of WTO negotiations on GIs. She emphasised the point that the TRIPS protection is a minimum set of rules. Additional protection can be conferred to all products at national level. The issue of multilateral register is presently discussed. In the absence of such a register, the protection of each GI has to be sought country by country.

### **3.3.3 Qualification**

François Casabianca (Inra) developed the need for establishing the link between the product and the territory when elaborating the code of practices. The code of practices states rules which must be able to be checked. The code of practices becomes a strategic tool and economic and social consequences must be under consideration during its elaboration. The lecturer also insisted over the duration necessary to the negotiations between stakeholders. This period has also to be considered as a period of training of the governance of the GI.

Starting from an exercise of coffee tasting, Fabienne Ribeyre (Cirad) explained how the sensory analysis can be used to characterize the product and also for the delimitation of the territory.

Pierre Sans, of the national veterinary school of Toulouse, presented the organization of a guarantee scheme by third party. He developed the requirements of the standard EN.45011 to which the certification body must answer for GI certification in Europe. He described then the role and the organization of the certification body.

### **3.3.3 Remuneration**

Through the experience of the PGI “canard à foie gras du Sud-Ouest” (duck for foie gras of South-west), Agnès Loth (PGI foie gras du Sud-Ouest interprofessional body) showed how a marketing strategy combines the trademarks of companies, the collective trademarks and the PGI. The rules of coexistence, established by the interprofessionnal body, specify that a same trademark cannot be used for similar products with and without PGI.

### **3.3.4 Reproduction**

Dominique Barjolle (Agridea) presented a synthesis of several assessment approaches by objective and subjective methods. The effects of GIs protection scheme are methodologically difficult to assess. Nevertheless, research studies have clearly identified the ability of GI system to create positive effects on rural development. The positive effects depend on the strategies that the local and non-local actors undertake.

### 3.3.4 International cooperation

The international cooperation on GIs was address the last day of the training. It began with a presentation of Stéphane Fournier (SupAgro Umr Innovation) on the way to set up a GI initiative with local actors in Indonesia.

Hélène Ilbert (IAMM) presented the global-local interactions for GIs recognition.

Emilie Vandecandelaere (FAO), Jean-François Cornu and Philippe Bosse (AFD/CEFEB), Philippe Decesse (MAP) and Hélène Ilbert (IAMM) participated to a round table, and described the various ways their own institution participates to the dissemination of GIs approach.

### 3.4 Working groups and role play

Working groups constituted an important modality of the pedagogical approach. This was especially the case for:

- preparing the reports/synthesis on the field visits
- playing roles about governance and power issues related to GIs.



Participants were required to report their own understanding of the different case studies. For the preparation, the participants received a little methodological guide and some information about the PDO to be visited.

The guide outlined the objectives of the case studies and briefly described the three topics to be analysed:

1. The construction of the GI qualification: elements of the GI system and conditions for emergence.
2. The current situation: the institutional structure and its roles and activities.
3. The impact of the approach (effects related to the objectives).

Each participant had selected a specific topic to study thoroughly, and a synthesis was elaborated in working groups.

A big role play was organized towards the end of the training in order to assess the participant's understanding of GIs. Each participant was given a role in a fictive immersing PDO initiative and was asked to identify with that role and defend its interest throughout the game. The goal of the role play was for the different supply chain actors to come up with a common code of practice and to have it examined by the Ministry of Agriculture and the National Commission for acceptance.

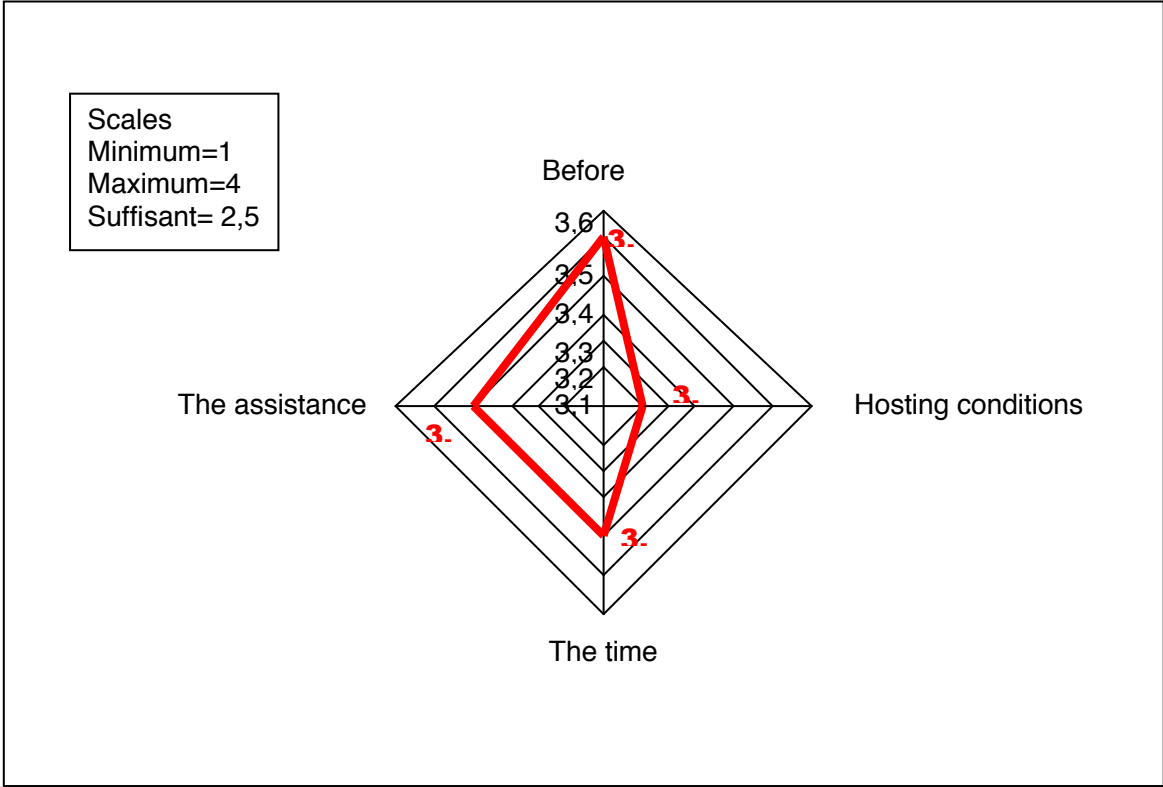


## 4 Course evaluation

At the end of the training, participants were requested to provide an evaluation through two scoring grid (notation from 1 to 4) and a free appreciation through a green card (well) and a yellow card (to be improved). The first grid dealt with the general conditions of the formation: preparation of the participants, hosting conditions, period and duration of the formation, logistic and teaching assistance. The second related to the appreciation of the formation itself: its structure, its contents, its methods, its management and its utility for the professional life.

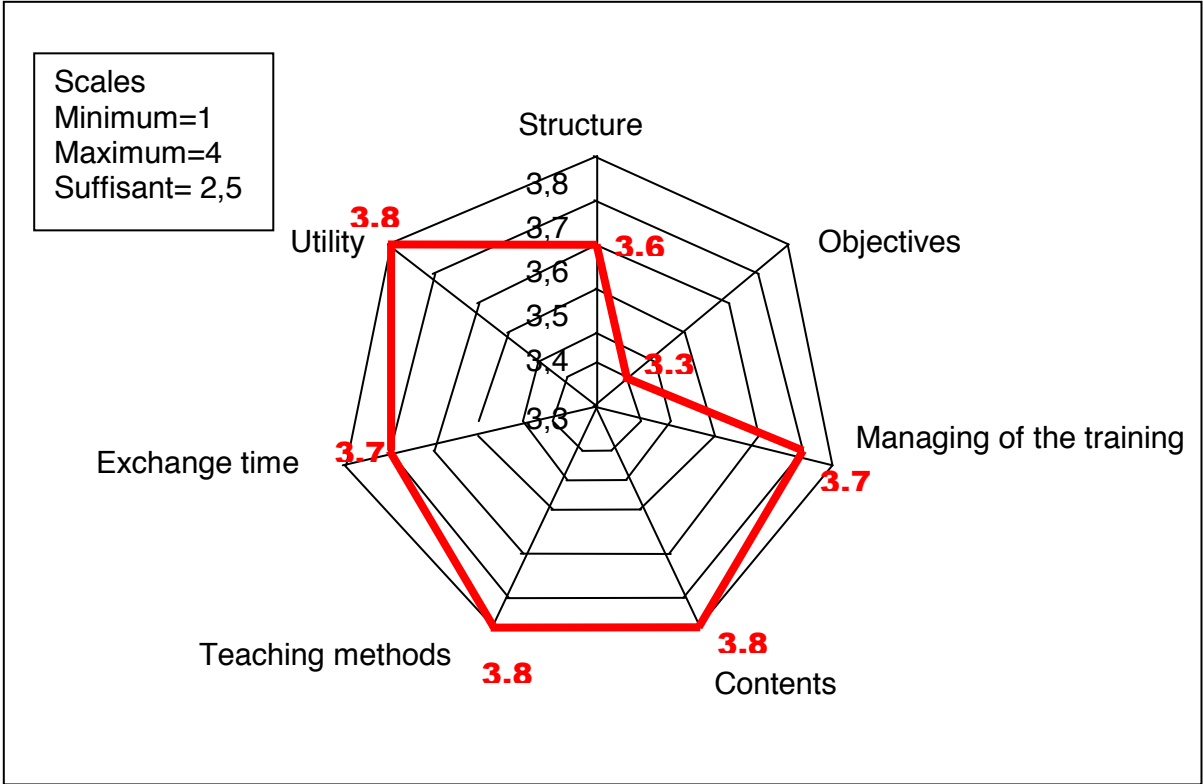
The general appreciation was good since the score reached 3, 4 out of 4. The preparation of the formation was considered to be good and sufficient. Hosting conditions were appreciated, with however the wish to get a better Internet access and an easier access to public transport. The period of the formation is adapted;

however the climatic conditions were not always good, especially during the field visits. The duration of the formation is adequate and gives time for discussion and field visits. The assistance of the organizing team was appreciated, before and during the formation.



Graph 1: results of evaluation grid 1

The average score on the formation is high (3.7) and shows a very strong adhesion with the contents and the course of the formation itself. The participants appreciated the structure of the course, particularly the balance between presentations, field visits and practical works. The objectives were achieved, although they must be presented more clearly at the beginning of the formation. The contents of the presentations were strongly appreciated, as well as the quality and the diversity of the speakers. The methods of formation were very well evaluated, in particular the various forms of group works. The time for discussion appeared sufficient, even if the exchanges with the lecturers and between the participants could have been continued longer. All participants, including those who have a strong experience on GI in their countries, agreed that the knowledge acquired during the formation will be very useful when back in their country



Graph 2: results from evaluation grid 2

## App 1 : the trainees and their posters

Identification	Posters
Ms <b>BONNER DOUETT Julia, Jamaica</b> Director, Bureau of standards	Geographical Indications: Jamaica's gifts to the world
Ms <b>HOOPER DONALDSON Eileen, Jamaica</b> Manager, Export Business Info Services, Jamaica Exporters' association	
Ms <b>NOVAKOVIC Aleksandra, Serbia</b> National expert, Institute for food technology & Center for standardization and quality	Legal protection of indications of geographical origin in the Republic of Serbia
Ms <b>BOSKOVIC Mirela, Serbia</b> National expert Intellectual property office- Sector for distinctive signs	
Mr <b>FERNANDO Christopher, Sri Lanka</b> Executive director, Malwatte valley plantation, Chairman of SAPPTA	SAPPTA's intervention in obtaining GI status for Ceylon Cinnamon
Mr <b>JAGUST Josip, Croatia</b> Manager, SEEDEV, consulting firm	GIs in Croatia
Ms <b>JUNQUEIRA Beatriz, Brasil</b> Federal inspector; Ministry of agriculture, in charge GI for Bahia state	Brazil : Geographical Indications
Mr <b>KUMARANJATH Subodh Kumar, India</b> Senior Counsellor & Head CII-APTDC.	Geographical Indication Protection in India: Leveraging inherent IP of traditional products
Mr <b>LIU Hongchun, China</b> Director, Division for GI management, General administration of quality supervision, inspection and quarantine	Protection of Geographical Indication Products in China
Mr <b>NIBA Julius, Cameroon</b> National expert, development project on honey marketing	<b>Oku white Honey for GIs: Challenges and opportunities</b>
Ms <b>NJUGUNA Eunice W., Kenya</b> Chief Legal Officer, Kenya industrial property Institute	GIs in Kenya

Identification	Poster
<p><b>Mr Sanggeng Atek, Malaysia</b> National expert, IG Bureau, intellectual property corporation</p>	<p>GIs in Malaysia</p>
<p><b>Mr SIMANULLANG Oskar, Indonesia</b> Head of division for GIs, directorate of trademarks</p>	<p>Indonesian Geographical Indications</p>
<p><b>Ms THAO Nguyen Thi Phuong, Vietnam</b> National expert, IG Bureau, National intellectual property organisation</p>	<p>Vietnamese geographical indications</p>
<p><b>Ms Vasquez Donayre Ashyadée, Peru</b> Legal Coordinator, Direction of Distinctive Signs</p>	<p>Peruvian appellations of origin</p>
<p><b>Ms YUSSEF Dalal, Syria</b> Head of international trademark registration, industrial and commercial property direction, Ministry of economy and trade</p>	<p>Syrian geographical indications: Syrian system</p>

## App 2: the lecturers and their presentations

By	Presentations in a chronicle order
Peter Damary AGRIDEA	Welcome and presentation of AGRIDEA
Hubert Devautour CIRAD-Innovation	Presentation of UMR Innovation
Bernard Bridier CIRAD-Innovation	Introduction to the training. Presentation of the participants and expectations
Peter Damary AGRIDEA	Introduction to the concepts
Jean-Pierre Boutonnet INRA- Innovation	Policies and actors: GI as a distinction strategy for local development
Jacques Laffont INAO	Experiences of GI registration in France
Anna Peret AGRIDEA	And Switzerland
François Casabianca INRA	The link to terroir and its translation into the code of practices
Bernard Bridier CIRAD-Innovation	Presentation Olive oil of Nyons - case study
Dominique Barjolle AGRIDEA	Interprofessionnal bodies and GI
Peter Damary AGRIDEA	Market & marketing for GI
Pierre Sans ENV Toulouse	Certification procedures
Agnès Loth –Rognon PGI Canard à Foie Gras du Sud-Ouest	Brands and GI's
Dominique Barjolle AGRIDEA	Assessment methods for local development
Fabienne Ribeyre CIRAD Laurent Berthiot CIRAD	Sensorial analysis of coffee
Jean-Pierre Boutonnet INRA- Innovation	Some remaining miscellaneous questions
Nathalie Frigant WIPO	International legal framework and negotiations
Delphine Marie-Vivien CIRAD-Innovation	One international framework vs many national policies.
Stéphane Fournier SUPAGRO	International cooperation on GIs- a synthesis case : Bali coffee

<b>By</b>	<b>Presentations in a chronicle order</b>
Hélène Ilbert IAMM	How GI holders can hold common actions for local development and international recognition
Emilie Vandecandelaere FAO	FAO and the international cooperation on GIs. Presentation of the book "linking people, places and products."
Jean-François Cornu Philippe Bosse AFD	AFD and the international cooperation on GIs
Philippe Decesse MAP	MAP and the international cooperation on GIs
Hélène Ilbert IAMM	IAMM and the international cooperation on GIs

## App 3: the organizers

### AGRIDEA

AGRIDEA (Swiss Center for Agricultural Extension and Rural Development) is a resource and capacity building organization for professionals working in rural and agricultural development in Switzerland and around the world. While the main work takes place in Switzerland, the International Cooperation team has broad working experience in developing countries, countries in transition and other industrialized countries and constitutes a competence centre for rural and agricultural development in international contexts.

### UMR Innovation

UMR Innovation (Innovation and Development in Agriculture and the Agrifood Sector) is a joint research unit gathering 70 researchers and faculty members from 3 institutions :

- **Cirad**, the French agricultural research centre working for international development, with a staff of 1820 worldwide;
- **INRA**, (French national institute for agricultural research), the largest agricultural research institute in Europe;
- **Montpellier SupAgro**, a national institute for higher education in agriculture and natural resources.

The aim of the research unit is to explain, model and support the rural dynamics of technical change and innovation, by combining agricultural science, economics, sociology and spatial modeling.

### Training organization and coordination :

Bernard Bridier, Nadine Kelemen

### The training team:

UMR Innovation : Bernard Bridier, Jean-Pierre Boutonnet, Delphine Marie-Vivien.  
AGRIDEA : Anna Perret, Peter Damary.

### Field trip organisation :

Didier Chabrol CIRAD-Innovation (Chestnut of Ardèche), Jean-Pierre Boutonnet INRA-Innovation (Veal Rosé es Pyrénées)).

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