



**IGE | IPI**

Swiss Federal Institute  
of Intellectual Property

# Challenges of International Cooperation on Geographical Indications

## Worldwide Perspectives on Geographical Indications

International Conference for Researchers, Policy Makers and Practitioners

**Rome, 18-21 February 2025**

### **Zeinab Ghafouri**

Dr. iur. Intellectual Property Law/ CAS Development Cooperation

Project Manager International Cooperation

Swiss Federal Institute of Intellectual Property (IPI)

**Fostering innovation.**

# Challenges of International Cooperation on Geographical Indications

Ongoing:



Albania



El Salvador



Georgia



Moldova



Morocco



Palestine



Peru 2



Serbia 2



South Africa 1



Tunisia

Planned:



Albania 2



Kosovo



Serbia 3



South Africa 2



Vietnam

Concluded:



Azerbaijan



[Bangladesh]



[Benin]



Colombia 1+2



Ghana 1+2



Indonesia 1+2



Iran (IPI)



Jamaica (IPI)



Kenia (IPI)



Laos



Myanmar



Palestine (EFTA)



Peru 1



Serbia 1



[Tajikistan]



Vietnam 1+2



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Federal Department of Economic Affairs,  
Education and Research EAER  
**State Secretariat for Economic Affairs SECO**

Swiss Confederation



**IGE | IPI**

# Challenges of International Cooperation on Geographical Indications


## **Challenges for Implementing Agencies**

- Existing structures
- Control mechanisms
- Choosing the right product

## **Challenges for Beneficiaries**

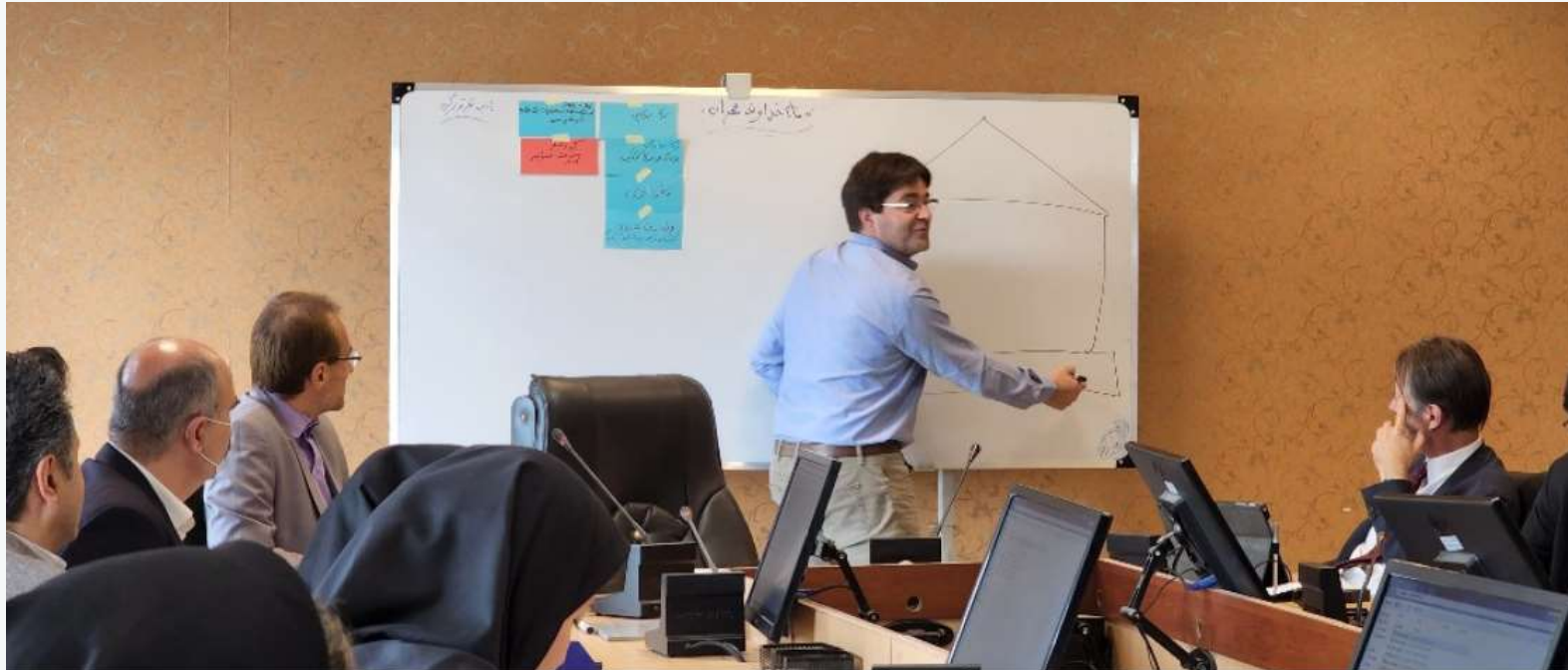
- Sustainability of interventions
- Coordination between donors

# Challenges for Implementing Agencies

- Existing structures
  - Control mechanisms
  - Choosing the right product
- 

# Challenges of International Cooperation on Geographical Indications

- Existing structures
  - Distribution of roles and responsibilities
  - Missing links between the public institutions



# Challenges of International Cooperation on Geographical Indications

- Existing structures
  - Less empowered producers' organizations



# Challenges of International Cooperation on Geographical Indications

## ➤ Control mechanisms

- Expensive to set up
- Experienced staff
- Extensive procedures to follow



Zilu of Meybod, Iran



Photo source: © Iran Vegan Travel

# Challenges of International Cooperation on Geographical Indications

- Choosing the right product
  - Analysis and identification of the incentive to participating in GI scheme

GI not an ideal tool for all products!





# Challenges for Beneficiaries

- Sustainability of interventions
- Coordination between donors

# Challenges of International Cooperation on Geographical Indications

- Sustainability of interventions
  - Limited project duration
  - Phase-out strategies
- Coordination between donors
  - Different methodologies
  - Divergent interventions





GI producers  
at the heart  
of the system  
in an  
enabling  
environment.



**IGE | IPI**

Swiss Federal Institute  
of Intellectual Property

# Thank you very much for your attention!

## Contact:

Zeinab Ghafouri

Dr. iur. Intellectual Property Law/ CAS Development Cooperation

Project Manager International Cooperation

[Zeinab.Ghafouri@ipi.ch](mailto:Zeinab.Ghafouri@ipi.ch)

**Swiss Federal Institute of Intellectual Property**

Stauffacherstrasse 65/59 g, 3003 Bern, Switzerland

+41 31 377 77 77, [info@ipi.ch](mailto:info@ipi.ch)

[www.ipi.ch](http://www.ipi.ch)