

# Troubleshooting Geographical Indications in emerging GI countries

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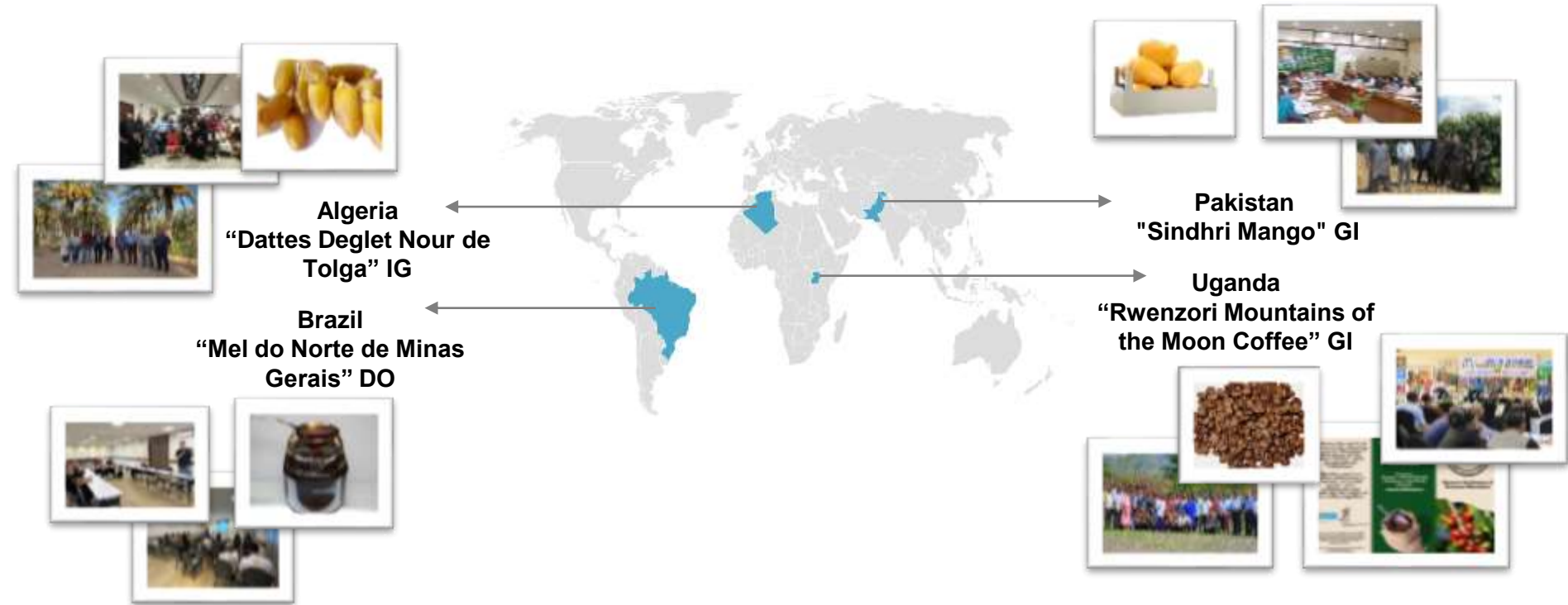
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# Introduction to the project

## WIPO Project: Empowering Small Businesses through IP / Developing Strategies for Supporting Geographical Indications or Collective Marks in the Post-Registration Period



Phase I

- Selection of pilot GIs or collective/certification marks
- **Preparation of national studies on challenges in the post-registration period**
- Information events

Phase II

- Development of strategies, guides or training material
- Workshops and training activities for producers and stakeholders

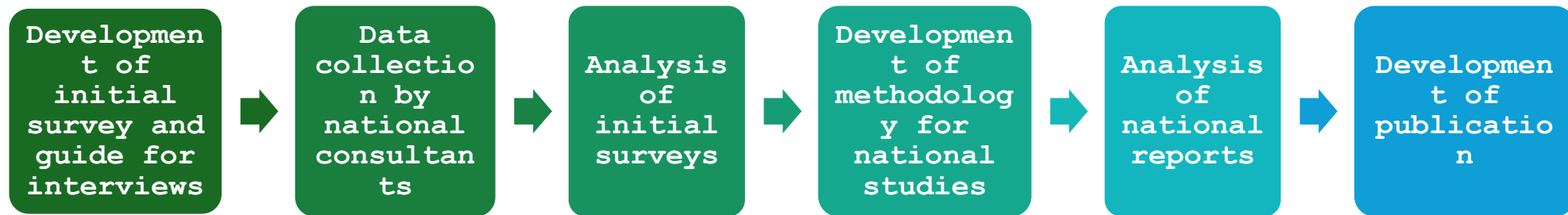
Phase III

- Development of control and certification systems
- Preparation and implementation of branding and commercialization strategy

## Aims of the study

- Assess the current GI system and selected GIs in the beneficiary countries of the project and identify challenges that emerge after a GI is registered.
- Address key issues to help policymakers and practitioners to more effectively identify weaknesses in GI systems and implement targeted interventions to maximize the impact and success of GIs.

## Methodology for National Studies



# Overview of case studies

	Algeria	Brazil	Pakistan	Uganda
<b>Establishment</b>	Ordinance No: 76-121 (1976) & Executive Decree No 13-260 (2013)	Industrial Property Law (1996)	GIs Act (2020)	GI Act (2013) & GIs Regulations (2018)
<b>Registered GIs</b>	3	106	10	1
<b>Applicants</b>	Any legally constituted institution or individual engaged in production activity	Producers' associations, unions, or similar entities	Federal Government notifies a public body to apply as Registrant for a selected GI	Producers, Farmers, Artisans, Representative Groups, Authorities
<b>Examination</b>	Application submitted to the National Labeling Committee under MADR. Approved via ministerial decree. Recognition is registered with INAPI, valid for 10 years, and renewable indefinitely upon compliance and fee payment.	Application submitted to INPI. Approved indefinitely, as long as conditions for the GI are maintained	Registrant applies to GI Registry under IPO Pakistan. Registrar grants GI status with indefinite registration; authorized user status is renewable every 10 years	Application submitted to URSB. GI registered for 10 years, renewable indefinitely in 10-year terms
<b>Control System</b>	Ensured by applicant; certification bodies accredited by ALGERAC monitor compliance	Managed by applying entity; third-party certification possible	Federal Government designates a certification body to monitor compliance	Controlled by GI owner

# Overview of case studies



## Algeria



## Brazil



## Pakistan



## Uganda

### GI Registered

Datte Deglet Nour de Tolga IG (2016)

Mel de Aroeira do Norte de Minas DO (2022)

Sindhri Mango GI (2023)

Rwenzori Mountains of the Moon Coffee GI (2022)

### Applicant

Association pour la Valorisation et la Protection de la Dénomination Datte Deglet Nour de Tolga (Association for the Promotion and Protection of the Denomination Date Deglet Nour de Tolga)

CODEANM (Conselho de Desenvolvimento da Apicultura do Norte de Minas)

TDAP (Trade Development Authority of Pakistan)

RGIA (Rwenzori Geographical Indication Association)

### Control System

Certification body not appointed

Managed by COOPEMAPI; not fully operational

Certification by Horticulture Center Mirpur Khas Sindh (2024) not yet active

Managed by RGIA; not fully in place

### Market Status Pre-GI

Dominated by wholesalers and retailers; growing exports (14% in 2022)

30% higher prices for Aroeira honey; dominated by large national companies

Sold domestically and internationally; intermediaries involved

Small-scale producers don't have direct access to market. Cooperatives negotiate prices. Multinational companies offer advances for lower price

### Use of GI

No registered users yet

20% of production certified as GI (2022)

No authorized users yet

Small quantity sold as GI (2022)

## Critical aspects

1. **Constraints on GI Potential:** Normative frameworks are set in all analyzed countries, but implementation is limited.
2. **Lack of Awareness:** Limited information and awareness among producers, traders, and consumers about GIs' meaning, usefulness, and functioning. Some interest in origin products recorded but understanding of GIs remains insufficient for effective marketing use.
3. **Weak Collective Management:** Management of GIs lack resources, interest, and producer cooperation, posing risks to effective management and initiatives.
4. **Resistance from Downstream Actors:** Traders and processors may view GIs as threats, especially where GIs may disrupt existing marketing practices of external actors or large-scale traders.

## Conclusions

### GI Registration Alone is Insufficient

GI success depends on addressing legal, economic, and organizational challenges

- **Producers, governments, and other stakeholders must work together.**
- **Properly implemented GIs can support sustainable development, preserve cultural heritage, and improve rural livelihoods.**