

# International Training Module

## Geographical Indications (GIs)

### a way forward for local development

*Monday 12<sup>th</sup> – Friday 23<sup>rd</sup> of May, 2008*  
*Montpellier SupAgro - Montpellier, France*

### *Summary report*

Eighteen professionals from 13 countries gathered for the second international and interdisciplinary 2-week training course on « GIs: a way forward for rural development », hosted in Montpellier (France) from May 11<sup>th</sup> to May 23<sup>rd</sup>.

### **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.

Before the 2008 session, a first edition was held in Switzerland in 2007<sup>1</sup>. Sessions will be organized annually, alternately in Switzerland and France.

<sup>1</sup> The proceedings of the 2007 session are available by clicking on the following link (2 Mo):  
[http://www.montpellier.inra.fr/umr-innovation/images/stories/umr/pdf/geographical\\_indications\\_pr\\_site.pdf](http://www.montpellier.inra.fr/umr-innovation/images/stories/umr/pdf/geographical_indications_pr_site.pdf)

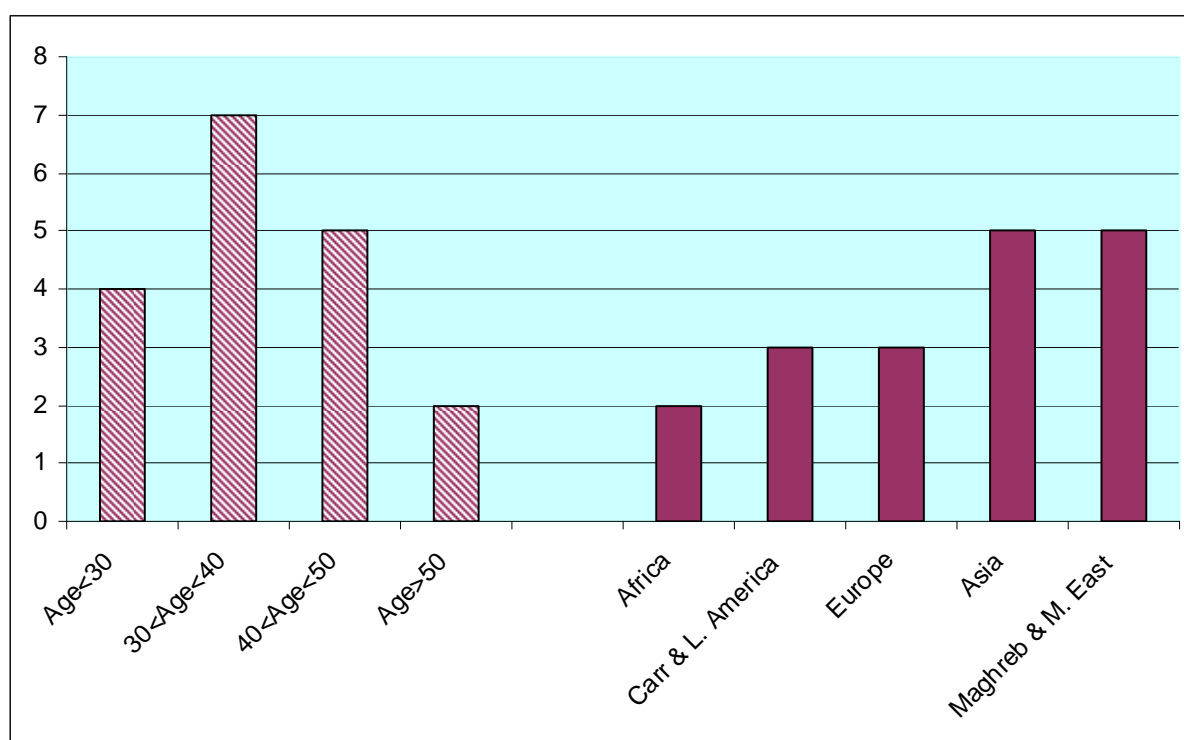
With the financial support of :

 <p>Liberté • Égalité • Fraternité RÉPUBLIQUE FRANÇAISE</p>	<p><b>Ministry of Agriculture and Fisheries</b></p>	 <p><b>French Development Agency</b> AGENCE FRANÇAISE DE DÉVELOPPEMENT</p>	 <p>Eidgenössisches Institut für Geistiges Eigentum Institut Fédéral de la Propriété Intellectuelle Istituto Federale della Proprietà Intellettuale Swiss Federal Institute of Intellectual Property</p>
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This training course was jointly organized by UMR Innovation (CIRAD-INRA-SupAgro, France)<sup>2</sup>, AGRIDEA (Switzerland)<sup>2</sup> and INAO (Institute of Origin and Quality, France)<sup>2</sup>, and the financial support of WIPO, IPI, the French Ministry of Agriculture and Fisheries (MAP) and the French Agency of Development (AFD) which provided grants for the trainees. We thank them for their valuable financial support and their active participation.

## The participants

The 18 trainees originated from 13 countries: Brazil, Cambodia, Czech Republic, Georgia, Indonesia, Jamaica, Kenya, Laos, Morocco, Palestine, Slovakia, Tunisia, Vietnam. Male and female were the same number. 7 hold a position in a government intellectual property office, 4 in a Ministry of agriculture, 7 in a marketing organization or a development project. Mean age was 39.

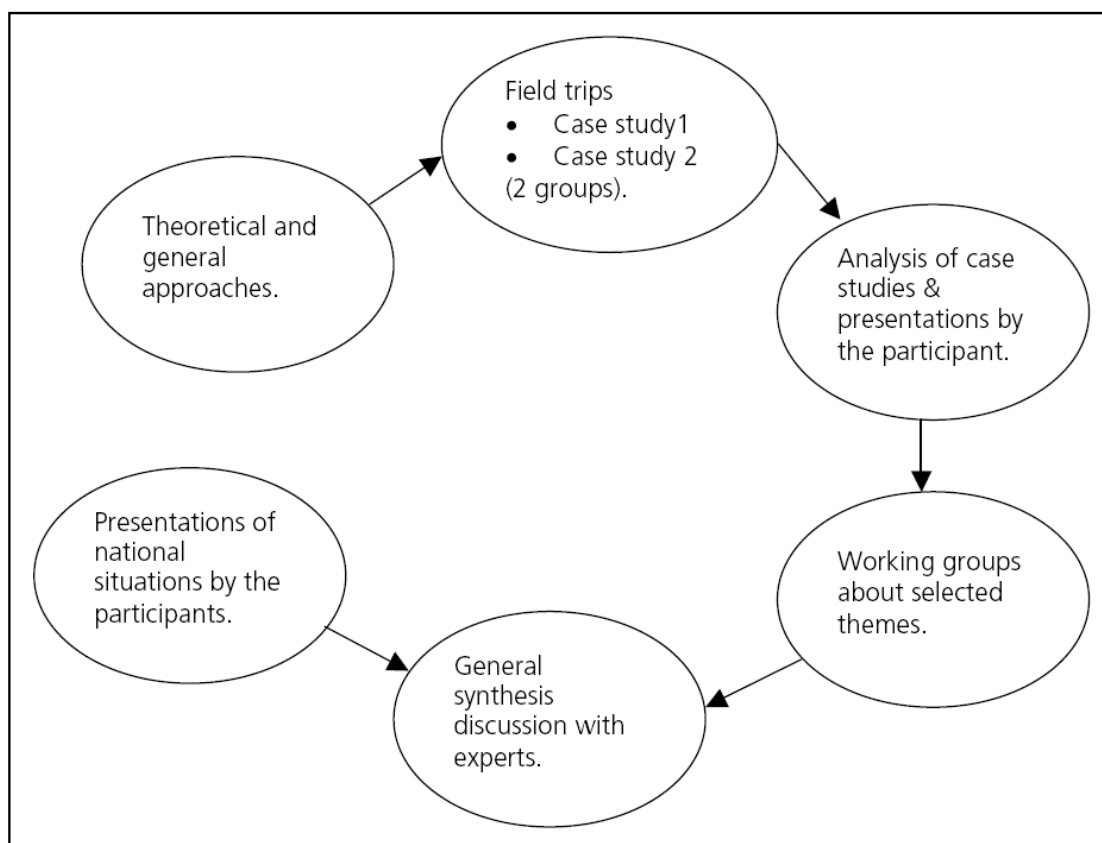


Age and geographical origin of participants were well balanced.

## The programme rationale

The training focused on the application/registration procedures for GIs and on the exchange of practical experience about implementation of GI systems in European and participating countries. Our goal was to develop the topics in a consistent way, using a learning-by-doing approach.

<sup>2</sup> For more information, see appendix n°3.



Scheme: The learning-by-doing approach

The programme included (i) field trips, (ii) presentations by each participant of a specific country or project situation, (iii) presentations by experts or researchers as well as (iv) small working groups about selected themes.

### **(i) Field trips**

On May 14<sup>th</sup>, two short field trips were organized to gain a global understanding of a precise Geographical Indication product and area. A first group of trainees went to the Cévennes Mountains to meet the main stakeholders of the “Cévennes Chickens” PGI applicant group. The second group visited Picpoul de Pinet, a PDO (Protected denomination of origin) white wine, cultivated in a small delimited area near the seaside. On May 19<sup>th</sup> and 20<sup>th</sup>, the trainees split again in two groups for a more in-depth understanding of the GI organization and implementation. One group went to the Roquefort region to meet various actors (producers, processors, extensionists...) in order to share experience about the history, the production, the marketing and numerous other aspects of this world-famous ewe-milk cheese. Meanwhile, the other group moved to Nyons, where the first French PDO for olive oil was established, preventing the centennial orchard from probable disappearance. For some trainees these field trips represented the first contact with a GI reality. For all, this was a unique opportunity to analyse complex cases with the support of national professionals and experts. This second field trip provided contents for a profound analysis on the basis of a jointly developed methodological framework.

During both visits, the trainees had the opportunity to exchange extensively with local professionals and technicians (farmers or livestock breeders, leaders and executives from industries, cooperatives and GI regulating bodies, marketing specialists...). Friendly and open-minded discussions highlighted the specificity of GI products and of GI social organization.

*Field trips: some images*



At Vinipolis, the oeno-touristic complexe of Florensac's cooperative cellar, producing "Picpoul de Pinet"

(Lloyd Forbes, Kai-Saran Davis, Wekesa Khisa; Abdelmoumen Toukabri, Jean-Marc Touzard)



With Mr. Bérard, olive-oil and wine-producer in Tulette and St-Maurice sur Eygues

(Abdelmoumen Toukabri, Khadija Bendriss)



With Mr. Bérard, olive-oil and wine-producer in Tulette and St-Maurice sur Eygues

(Haidar Hajjeh, Osama Ali, Saïd Abdelfettah, Eka Gabunia, Annie Chapados, Lloyd Forbes, Nam Ngo Hong, Jean-François Cornu, Mr Bérard, Anna Perret, Denis Sautier, Khadija Bendriss, Abdelmoumen Toukabri)

## ***(ii) Presentations by the participants***

During the training, each trainee had the opportunity to present his or her specific country situation, either linked to the legal framework for GIs or to a specific product (such as Jamaican rum, Kampot pepper from Cambodia, rice and coffee from Laos, Kenyan tea...). Each presentation took place on the most relevant day, given the topic highlighted.

## ***(iii) Lectures by experts or researchers***

Throughout the training, theoretical and general thematic lectures were given to introduce the main component of GIs, namely: (a) the uniqueness and originality of GI products; (b) the legal and institutional framework for recognition, registration and control; and (c) the role of professional bodies in defining the area and rules for the GI.

### ***(a) the uniqueness and originality of GI products***

L. Bérard (2)<sup>3</sup> and P. Marchenay (3), ethnologist and ethno-biologist, highlighted that one main factor of GI success is the specificity of the concerned products, specificity which can be linked to the history, the know-how, the biodiversity, or other social, cultural or environmental dimensions.

F Ribeyre and L. Berthiot (11) illustrated the interest of sensory analysis for describing the specificity of a GI product, with the example of coffee, accompanied by a comparative tasting of coffee from two geographical origins.

### ***(b) the legal and institutional framework for recognition, registration and control***

Mrs M.-P. Rizo (OMPI/WIPO) introduced the topic of GI legal framework at international level (5), while European and Swiss experiences were presented by Mr L. Lalagüe ((6) and Mr E. Thévenod-Mottet (7). Pr P. Sans developed the ways to organize a control system for GI products (10). Mrs Thu-Lang Tran Wasescha (OMC/WTO) pronounced the last conference of the session (18), dedicated to the ongoing and future negotiations on GI issues in the WTO.

### ***(c) role of professional bodies to define the area and the rules for the GI***

Ms V. Keller (INAO) presented the role of the producers at different stages of the GI recognition and implementation process in the French experience (8). F. Casabianca, zootechnician and member of the PGI/PDO committee of INAO, presented the central role of the establishment of the code of practices, which represents at the same time the objective and the reason of the collective action and forms the basis of reliable contract with the consumers, but also inevitably a source of exclusion (4).

Ms A. Rognon, quality officer for a French PGI association, explained how a professional body can collaborate with firms to promote a synergy between the official quality sign and the private trademark (9).

Ms D. Barjolle and Mr J.-P. Boutonnet highlighted the complexity of a GI governance and the sometimes conflicting interests of different stakeholders (14).

*Stakes and effects of the recognition of GIs* were given attention by Mr C. Perraud on the first day (1) and Ms A. Perret and Mr D. Sautier at the end of the session (12, 13). Half a day was devoted to the vision and the approach of institutions (FAO (15), AFD (16), Languedoc-Roussillon (17)) active in the field of GIs at different levels.

The competent international and national organisations provided decisive inputs. Several professionals, all involved in the daily animation of GIs, provided the trainees with profound reflections based on practical and concrete experience. The researchers who intervened all

<sup>3</sup> See in Appendix 2 the title of the presentation.



have long experience and profound expertise on the topic, participating in international research projects as well as advising concrete projects. Other researchers of the UMR-Innovation (Didier Chabrol, Cirad; Annie Chapados, Hubert Devautour, Cirad; Astrid Gerz; Jean-Marc Touzard, Inra) or of Agridea (Peter Damary, Erik Thévenod-Mottet) took a strong part in the preparation and the animation of the session.



Lecture by Pr Pierre Sans



Summarizing participants' feedbacks...

(Denis Sautier)

#### ***(iv) Working groups***

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

- constructing an analysis grid for the field visits
- preparing the reports/synthesis on the field visits
- playing roles about governance and power issues related to GIs

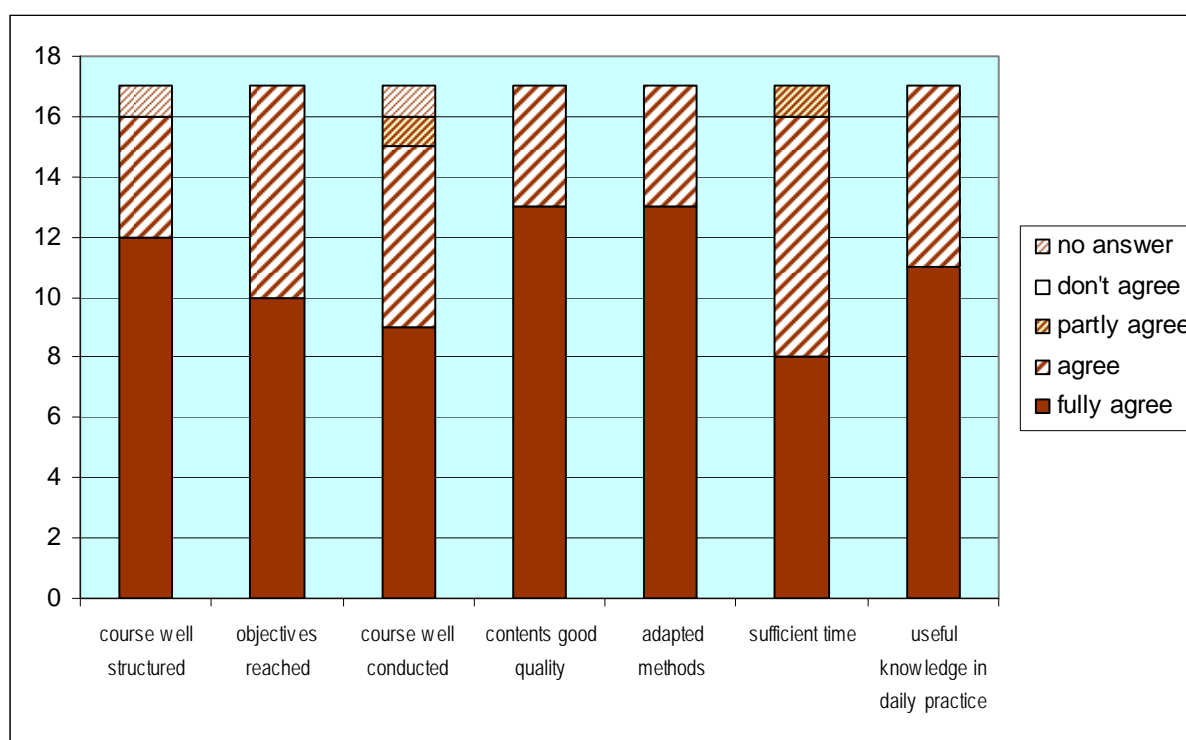


A working group

(Trinh Thu Hai, Nam Ngo Hong, Marketa Schonbornova, Janka Orvacova, Ika Ahyani Kurniawati, Phirum Am, Dominique Barjolle)

## Course evaluation

The final evaluation conducted on the last day showed a high rate of satisfaction<sup>4</sup>:



Participants appreciated positively the content of the course (« it enriched my knowledge», ) as well as the practical/theoretical balance, the very participative approach, and the opportunity to meet producers and other stakeholders on field trips. They found the pace very intense. Participants and organizers agreed that a time should be given for informal parties around food and music brought by each participant from his/her country.

<sup>4</sup> As one participant had to leave earlier, the survey concerned 17 participants only.

Many participants noticed that they gathered during the course many arguments to raise awareness and motivation among producers and stakeholders in their country.

According to their different backgrounds, participants gave more appreciation to some specific topic, such as: professional organization, effects of GIs on maintaining rural population, designing of a code of practices, control system, GI as a marketing tool... They all intend to apply some aspects of what they learnt.

Trainees interacted very strongly during the two weeks course, spent either in plenary sessions, working groups or on field visits. The consistency of the contents about GI definition, implementation and assessment was ensured by exploring these topics in three dimensions: theoretical (plenary sessions), practical (on-field case studies) and reflexive (presentations of participants' country cases and analysis of specific topics in small working groups). This pedagogical framework provided an important opportunity for sharing practices and helped defining a common understanding between lawyers and rural extensionists. It also stimulated the integration of experienced professionals coming from four continents and from diverse cultural and economic backgrounds.

The observation of "living GIs" is of course a key component of such a training. This is especially true for those participants coming from countries where GI experience is new, because its legal framework has been defined only recently. Comparable positive and negative aspects have been freely scrutinized and debated during this short course.

One of the most striking points for many participants has been the high sense of GI ownership frequently demonstrated by farmers, rural agro-industries and agro-food companies. This shows the strong existing interactions between the GI and the supply chain organization, which are indeed one of the key success factors of GI systems.

Last, but not least, all participants gained access to a worldwide scope of GI experiences and to a large network of other GI professionals and specialists, with whom they can remain in touch and exchange ideas and advices – in Europe, Asia, Africa or Latin America. GI development in developing countries requires indeed more experience and information sharing.

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## App 1: The trainees and their presentations

<b>Brazil</b> Mr Gilberto MASCARENHAS Responsavel da IG Ministerio de Agroicultura Estado de Rio de Janeiro	<i>Roles of producers at the different stages of the GI recognition and implementation processes: the case of Brazil.</i>
<b>Cambodia</b> Mr Phirum AM Representative of the Ministry of Agriculture in the GI Secretariat; Vice Chief of Crop Zonification Office Dept of Agronomy and Agricultural land Improvment Ministry of Agriculture, Forestry and Fisheries	<i>Product specifications and delimitation of area: on-going work in Cambodia about the Kampot pepper</i>
<b>Czech Republic</b> Ms Marketa SCHONBORNOVA Head of Trademark Section Industrial Property Office	<i>The legal framework for GIs in the Czech Republic</i>
<b>Georgia</b> Ms Eka GABUNIA Lawyer National Intellectual Property Centre	<i>The legal framework for GIs in Georgia</i>
<b>Indonesia</b> Ms Ika Ahyani KURNIAWATI Head of technical evaluation GIs Section Directorate of Trade Marks DG Intellectual Property Rights Dept of Law and Human Rights	<i>Product specifications and delimitation of area: some experiences in Indonesia.</i>
<b>Jamaica</b> Ms Kai-Saran DAVIS Manager GIs Jamaica Intellectual Property Office  Mr Lloyd FORBES General Manager Jamaica's Spirits Pool Association	<i>Culture as a resource for marketing origin-products.</i>  <i>Specific qualities of Jamaica Rum(s): are they technology-based or origin-based?</i>
<b>Kenya</b> Ms Elvine APYIO Legal Officer Kenya Intellectual Property Institute  Mr Wekesa Chrisistim KHISA Trade and promotions officer Tea Board of Kenya	<i>The legal framework for GIs in Kenya</i>  <i>GIs as a marketing tool: prospects for a Kenya tea GI.</i>
<b>Laos</b> Ms Saichay PHOUMANIVONG Technical Officer Projet d'établissement des indications géographiques au laos Natl Agriculture and Forestry Research Institute	<i>Product specifications and delimitation of area: on-going work about two products (rice and coffee) in Laos</i>

<b>Morocco</b> Ms Khadija Bendriss Chef du bureau des signes distinctifs d'origine et de qualité Service de la réglementation et du contentieux Direction de la protection des végétaux, des contrôles techniques et de la répression des fraudes Ministère de l'Agriculture et de la Pêche maritime	<i>Roles of the various stakeholders at the different stages of the GI recognition and implementation process: the case of Morocco, with examples of some products</i>
<b>Palestine</b> Mr Osama Rasmi ALI Olive Oil Development Project Manager Palestine Trade Center Palestinian Authority  Mr Haidar Ramadan HAJJEH Director of Quality and certification Department Palestine Standards Institution Palestinian Authority	<i>GI as a marketing tool for Palestinian olive oil</i>  <i>Quality control of olive oil (and other food products?) in Palestine</i>
<b>Slovakia</b> Ms Janka ORAVCOVA Gis Expert Trademarks and Designs Dept Industrial Property Office	<i>The legal framework for GIs in Slovakia</i>
<b>Tunisie</b> Mr Saïd ABDELFTTAH Sous-directeur des Fruits Direction générale de la production agricole Ministère de l'Agriculture  Mr Abdelmoumen TOUKABRI Coordinateur Projet de services d'appui à l'agriculture	<i>Quality control of food products in Tunisia</i>  <i>Quality labels as marketing tools: alternative strategies in Tunisia</i>
<b>Vietnam</b> Mr Hong Nam Ngo Small Enterprise Development Agency  Ms. Trinh Thu Hai Official Intellectual Property Consulting and Supporting Center National Office of Intellectual Property of Vietnam	<i>GIs as a marketing tool: some examples and lessons from Vietnam.</i>  <i>Roles of producers at the different stages of the GI recognition and implementation process: the case of Vietnam.</i>

## App 2: The lecturers and their presentations

	By	Presentations
1	Charles Perraud <i>Member of national committees of INAO</i> <i>International consultant</i> <i>Former president of a salt producers' cooperative</i>	Introduction to the stakes related to the recognition of GIs and local development
2 3	Laurence Bérard <i>Ethnologist</i>  Philippe Marchenay <i>Ethnobiologists</i> <i>Environmental and ethnobiology Unit</i> <i>CNRS (French National Center for Scientific Research)</i>	From local culture to legal protection  Cultural Biodiversity, Local Products and Geographical Indications
4	François Casabianca <i>Zootechnician, Senior researcher</i> <i>INRA</i>	Setting up common rules: The Code of Practices (COP)
5 6 7	Marie-Paule Rizo <i>Senior Legal Officer,</i> <i>WIPO (World Intellectual Property Organization)</i>  Lionel Lalagüe <i>Law and international affairs Unit, INAO</i>  Erik Thevenod-Mottet <i>Agridea</i>	The international legal framework: collective and certifications marks, <i>sui generis</i> GIs and indications of source  The French and European legal framework for GIs  Protection of GIs: The Swiss experience
8	Valérie Keller <i>Project officer</i> <i>INAO</i>	Roles of producers at the different stages of the GI recognition and implementation process : the French experience
9	Agnès Rognon <i>Quality Officer</i> <i>"Foie gras du Sud-Ouest" PGI Association</i>	GIs as a marketing tool. Relation between trademarks and GIs. Collective promotion initiatives.
10	Pierre Sans <i>Professor, Toulouse National Veterinary School,</i> <i>Associate Researcher, INRA-ALISS</i>	Control and certification How to organize a guarantee system for different type of products? Control of GI products
11	Fabienne Ribeyre <i>Cirad, UMR Qualisud</i>  Laurent Berthiot <i>Cirad, UMR Qualisud</i>	Coffee tasting in Cirad. Initiation to sensory analysis. Contribution of sensory analysis to GI approach

12	Anna Perret <i>Agridea</i>	Impacts of Geographical Indications : Review of assessment methods
13	Denis Sautier <i>Economist, Senior researcher UMR Innovation, Cirad</i>	Effects and impacts of GIs on rural development: critical factors to be considered
14	Dominique Barjolle <i>Agridea</i> & Jean-Pierre Boutonnet <i>Economist, Senior researcher UMR Innovation, INRA</i>	GI governance and rules.
15	Emilie Vandecandelaere <i>FAO</i>	FAO Programme on Quality Linked to Geographical Origin
16	Florence Mouton <i>French Development Agency</i>	Rural Development and GI: The AFD's approach
17	Emmanuelle Abouchar <i>Chargée Qualité - Innovation Languedoc-Roussillon regional authority</i>	Languedoc-Roussillon Region and GIs
18	Thu-Lang Tran Wasescha <i>Counsellor, IPD WTO Secretariat</i>	Geographical Indications: Ongoing work, discussions and negotiation in the WTO

## Appendix 3

### The organizers

**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.

#### **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.

**INAO** (Institut national de l'origine et de la qualité) is the French national institute in charge of GIs and quality signs in France. It is the oldest and more important institute of this kind in the world. Its professionals have a deep knowledge of GIs in numerous countries thanks to their involvement in many projects.

### **Organization and training team:**

*UMR Innovation* : Jean-Pierre Boutonnet, Didier Chabrol, Hubert Devautour, Astrid Gerz, Denis Sautier.

*AGRIDEA* : Dominique Barjolle, Peter Damary, Anna Perret, Erik Thévenod-Mottet.

### **Field trip preparation:**

Jean-Pierre Boutonnet, Didier Chabrol, Annie Chapados.

### **Organization :**

Didier Chabrol, Astrid Gerz.

### **Training coordination :**

Didier Chabrol.

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