Geographic Indications

An effective tool for Rural Development in developing and transition countries?

**Expert Meeting on technical cooperation programs related to origin linked products and GIs
Geneva Switzerland**

SEEDEV

Usual constraints in GI protection process

- UCODEP project timeframe: 8 – 9 Years
- Time to register a product in EU or Switzerland? 3 -7 years

- In the developing and transition countries, pre-conditions are of course not always favourable

Constraints specific to developing and transition countries

- **Highly fragmented production** structure and low level entrepreneurship/professionalization

- Lack of **horizontal and vertical coordination** (weak producer organisation and weak linkages within the Value Chain)

- Often (or at least in transitional countries) **weak market oriented strategies** result in the protection perceived as the ultimate goal, by institutions and VC stakeholders

- **Tensions between Intellectual Property and Rural Development** paradigm often triggered by the inter-institutional disputes between IP and Ministries of Agriculture

Good practices

- Identify VC with limited number of producers
- Identify value chains that shows the highest level of organisation (horizontal and vertical)
- Focus on the most organised and dynamic segments; market oriented farmers and processors
- Identify crisis factor (Clearly identified problem of market access, price, usurpation, etc. and severity of the identified problem)

IPR Project part of the Trade Cooperation Programme between Switzerland and Serbia

- 2 components: institutional capacity building and support to GI producers
- Important investment is made at the early stage to select 3 to 5 products, that can be differently positioned in the qualification process
- More emphasis is put on the VC management, than on the protection itself
- Involvement of support organisations to accompany the process with the coaching of the project

- Question for further discussion:
  - What is/are the thresholds we shall reach to ensure sustainability?
  - What are the measures to be taken to mitigate external threats?