

**FIRST PROJECT STEERING COMMITTEE
-MINUTES OF THE MEETING-**

28-29 AUGUST 2014

*FAO-AFD Project on the Promotion of Rural Development through Development of
Geographical Indications at Regional Level in Asia (GCP/RAS/281/FRA)*

Opening remarks:

Mr Vili Fuavao, FAO Deputy Regional Representative, Mr . Voravuth Posaganondh, Director Geographical Indication Section, Trademark Division, Thai Department of Intellectual Property and Ms. Ariane Ducreux, Agence Française de Développement (AFD) Country Director, Thailand and Myanmar welcomed all participants that travelled from the participating countries to Bangkok to be part of this first Project Steering Committee (PSC) Meeting for the project GCP/RAS/281/FRA.

The objective of this PSC meeting is to have an agreed set of activities that are required to be completed to meet the objectives of the Project. The project is helping to support the work in the participation countries at national level and the outcomes are part of FAO's Strategic Objectives. The national representatives present at the meeting are a critical part of the implementation to help guide the activities forward and support the work done by the national teams. Furthermore, it is most important that the agreed activities are able to be implemented in the countries and are realistic plans.

Geographical Indications emphasise the geographical origins of products that possess unique qualities; they also enjoy a certain reputation from their geographical origins. GI are protected and encourage agriculture development at the local level. Asia has grown in the last decade and is one of the most dynamic regions after Europe in GI protection. The FAO Co-chair closed his opening remarks and wished the participants a fruitful two day PSC meeting.

The co-chair of the meeting for Thailand, Mr . Voravuth Posaganondh, Director Geographical Indication Section, Trademark Division, Thai Department of Intellectual Property, expressed his gratitude to participating in the meeting with partners from Cambodia, Lao, Vietnam and Thailand. This presents a good opportunity to strengthen GI cooperation amongst countries and continue close relationship and enhance knowledge and exchange experiences.

Ms. Ariane Ducreux, Agence Française de Développement (AFD) Country Director for Thailand and Myanmar, thanked participants for their participation to review the status of Project strategic plan and proposed workplan of activities to be implemented under the project. It was recalled that the project design was done in 2010 aiming to help the development of GI products in Cambodia, Lao, Thailand and Viet Nam but also in building a regional networking on GI development and promotion. There is now a regional platform and over the PSC meeting, the countries will present their GI national development and discuss on the overall workplan and regional strategy – and exchange the rich variety of experiences during the workshop discussion.

I/ Countries' Presentations

1/ CAMBODIA - Current status of GI national system

Mr Op Rady, Deputy Director of the Department of Intellectual Property of the Ministry of Commerce made a presentation on GI in Cambodia and discussed the legal frameworks and

regulations involved to register and protect GI in Cambodia. A Draft GI law was formulated in 2007 and a GI law was adopted in December 2013 and promulgated by the King of Cambodia in January 2014.

Cambodia has established a national logo to protect GI products and certify authenticity, to certify the name of the region and locality.

2 GI products are protected: Kampot Pepper and Kampong Speu palm sugar. GI registration has helped make the products more well-known and their image been nationally, regionally and internationally recognized.

They are selected as priority GI products under the Project:

- **Kampot Pepper**

Registered as GI on April 2, 2010 its production area has increased from 10 HT to 32 HT in 2013. The price is also rising; however, there is a need to develop more attractive packaging. Kampot pepper registered as collective Trademark in EU – An application as GI in the EU is being prepared .

- **Kampong Speu Palm Sugar**

Palm sugar production is a long tradition in Kampong Speu – and registered as GI in Cambodia on 2 April 2010. There were initially some problems in marketing and how to identify the Kampong Speu palm sugar from regular palm sugar as palm trees are everywhere in the country. There was a need to educate consumers Kampong Speu high quality product; however, also for this product, the packaging is still not attractive and needs to be improved.

A question from the participants was how does Cambodia handle control against counterfeit products?

Systems are in place to track origins of product to the farm locations. Kampot pepper for example, will be monitored from the region of origin and there are checks in place to make sure products are coming from the specified region rather than somewhere else. Penalties are also issued and enforced by law to control the use of GI; any misuse can involve sanctions from members. Counterfeit GI have decreased as enforcement is on the rise, the public is more aware in order to deter this activity - which is illegal.

2/ LAO PDR - Current status of GI national system

Lao PDR is identifying potential products to benefit from GI protection and promotion, such as Bolaven Plateau coffee, Paksong Tea, Phongsaly Tea, Khao Kay Noy (“Little chicken Sticky rice”).

Legislation on GI is a totally new mechanism in Lao PDR and its implementation requires that GI be recognized by law and registered. The national GI registration system should therefore be operational soon.

Foreseen development of GI to help strengthen GI system in Lao PDR includes:

- a GI national committee has now been established;
- Disseminating decision on GI for public awareness has been prepared;
- DIP assigned as focal point for GI administration and registration

At the production level, GI groups and producers are being established.

Priority GI Products tentatively selected for the Project are:

- Bolaven Plateau coffee
- Khao Kay Noy (“Little chicken Sticky rice”).

3/ THAILAND - Current status of GI national system Current status of the GI development:

1. Thailand has a GI Protection Act of 2003 and has currently 53 Thai Registered GI products and 11 Foreign registered GI products. GI applications are under evaluation for 93 productions and Foreign GI applications for 14 products;
2. Promotion of Thai GI registration – disseminate information on GI law and registration system to local community in every provinces;
3. Development of mechanisms for control and traceability systems - MoU in 2012; Example of Thai GI control system using a QR code and can see who made this silk and where does it come from;
4. Support GI initiatives in foreign countries;
5. Registration of GI Thai in foreign country – in the EU for Khao Hom Mali Thung Kula Rong-Hai (registered) Kafae Doi Chaang, Kafae Doi Tung (published) and Khao Sungyod Muang Phattalung (rice) and also in Vietnam with the Thai Isaan Silk Yarn

Priority GI Products tentatively selected for the Project are:

- Khao Hom Mali Thung Kula Rong-Hai and Khao Sungyod Muang Phattalung
- Lamphun brocade Thai silk and Isan indigenous Thai silk yarn;
- BEDO supported potential GI products – Nakhon Sakhon Mac Moa Berry juice and Pafai Yom Khram

QUESTIONS from participants:

Is the internal and external control public or private?

Answer: the control system – for internal control, the producer group is responsible and provincial authorities. A committee is set up in the province to control the producers. For external control, it is done by a third party private company accredited under the ISO Guide 65.

What is the cost for external control?

It depends on the number of producers and how far the GI products locations are from Bangkok and how many producers are covered under the control plan.

The Project Coordinator (PC) mentioned that there is a possible training opportunity between Thai accreditation body in Lao on external control. The organisation and financing of external control of GI is one of the biggest challenge– and represent a burden for the producers’ groups . Therefore it is more advantageous for public sector to develop a national control schemes, but should these national control schemes not be available yet, the only possibility for internationally compliant control could therefore be certification bodies (public or private) accredited internationally as it is required for example for GI to be registered in the EU .

4/ VIETNAM - Current status of GI national system-Current status of the GI development:

The objectives and development priorities for GI in Viet Nam have three focus areas:

- Policies on GI
- Legislation
- GI protection

There is a need to have policies to preserve, maintain and develop GI products. Currently, there are a number of government decrees, code laws to protect GI and Geographical Indication is a sign used to indicate a product originating from a specific area, locality region or country.

GI Rights – ownership belongs to the State of Viet Nam. Rights are not transferrable.

There are 944 geographical names used for special products and service and 60 applications for registration of GI - 41 GI products from to Vietnam and 3 from foreign countries. 79% of protected GIs are raw material and unprocessed; protected GI for products handicrafts are limited and products bearing GI have a low price. To date only one product is protected in Europe – Phu Quoc Nuoc Mam (Fish sauce).

Challenges: development of GI is limited due to lack of awareness, limited financial means and low prices. The objective is to continue to promote establishment of GI .

II/ Project Presentation and Outcome of the Project Inception Phase

The PC provided the presentations on the project – for details please see the presentations in the Annexes.

GI recognition from the public and private sector will mean better recognition from the end buyers of these certified products.

In order to achieve this, the following assistance is required:

1. Need legal framework
2. Administration
3. Control
4. Protection in local and foreign markets
5. Promotion
6. Enforcement

Even if the government and producers invested resources, there is a need to have value chain buy-in for GI products to be successful. Products must have the high standards that meet that reflect the reputation of GI and value the product and can trust the GI control. If no enforcement is done, then there is high risk of counterfeit products and of added-value destruction.

1/ The PROJECT

The project was designed in 2010 and its implementation started in February 2013 and should end in February 2016. FAO is implementing the project with four beneficiary countries – Cambodia, Lao PDR, Thailand and Viet Nam. Other ASEAN countries (or their representatives) could participate to the Project activities at any time if they are self-funded and if approved by the PSC.

The overall development objective of this regional project is to increase incomes of smallholder farmers through the development of GI value chains, improved market access and increased recognition of GI by consumers.

The project will also promote environmental sustainability by contributing to develop sustainable approaches into policies and strategies related to voluntary standards.

Under component I of the project, the aim is to manage common GI development activities and harmonize national GI systems.

Under Component II – consider national needs to strengthen GI and allow each of the beneficiary countries to contribute to regional development and networking as well as to benefit from GI increased visibility and promotion.

Component III focuses on the coordination among national counterparts, project partners and experts and other on-going projects related to GI.

Outputs:

Inception Phase – there were delays in signing the Project Agreement and once signed national counterparts were nominated. Project National GI committees/Working Group were created in the 4 countries and are very important for progressive scaling up and institutionalization.

There is a need for successful GI experiences (success stories) to help in product recognition and development in the region and abroad and to confirm attractiveness of GI development by local value-chain stake-holders and business operator nationally and abroad.

Coordination with relevant initiatives linked directly or indirectly on GI will need to be promoted by the Project. The PC listed the coordination and partners active in the countries such as EU, French MoA, MUTRAP , ECAP III, French Embassies in each country, and ADB,etc.

During the Q & A session, Thailand wanted to know how GI assessments for the measure of progresses will be done and by who?

The PC explained that there is a need to have a baseline and to monitor the real added value for producers and stakeholders through indicators measurable from the beginning to the end of the Project. Assessments need to be done at the beginning in order to have a diagnostic overview and then monitored (ex: price per kilo, quantity of GI products commercialised, etc.). It is difficult to see an increase in price in a short time frame but data sources are required in order to communicate the measurements of success. It is possible to use a survey and look at how many people have entered web sites, Facebook and can monitor the number of visitors.

During the afternoon session, participants looked at the overall workplan (OWP), chapter by chapter. No specific questions were raised.

The session concluded that the following three areas are crucial for GI successful development and the design of Project activities:

- 1) Strategic approach (not ad-hoc) at national and regional.
- 2) Cooperation and Coordination – agriculture, trade, enforcement, issue and coordination between private and public.
- 3) Sustainability.

OUTPUT 1

Cluster 1 – regional events

There will be four regional events (workshops or seminars) to be organized in the four beneficiary countries. The project will need to agree on the topics and location of regional events and will be validated by the PSC.

The following schedule for workshops was agreed:

- 2nd Regional Workshop on GI control , foreseen for middle of March 2015 in **Viet Nam**
- 3rd Regional Workshop on GI Administration and Management – sept 2015
- 4th Regional Seminar on GI Promotion Feb 2016

Discussions on Cluster 2 were conducted in the afternoon of Day 1. Regarding the website, it will be a regional website on GI, not a Project website, which will be developed by the Project and transferred at the end of the Project to the relevant host as decided by the PSC (ex: FAO or ASEAN Secretariat) . The GI web-site will centralise all relevant information on GI that could be useful and instrumental in putting Asian GI “on the map” to create more awareness on GI development among relevant publics and create more business opportunities for GI producers and other stake-holders. The use of social media ways such as Facebook, Linked In that could also help leverage visibility. Thailand has for example already a FB page on GI.

DAY 2 – 29 AUGUST

The plenary reviewed Output 4 and the remaining Cluster 4. Participants also reviewed the Annexes. A presentation of the budget was also undertaken – no change were made on budget itself allocated by components but the new presentation of the budget with the breakdown by outputs (including the country budget allocation in output 4) is now more visible. Transfer between budget lines could be possible if requested through the implementation of the OWP and AWP during the Project . For example, if the project management notices that some budget could be saved in the implementation of Outputs, it be may agreed to allocate excess budget to another Output. The budget includes all the lines as per FAO budget lines.

Logical Framework

The Logical Framework was presented and the following points discussed:

Change of the wording of Data source and add “Means of verification” **AGREED**

Review of the indicators and proposal to add under Data Source –

- 1) For Impact – suggested to add under Data source to also mention after Value chain actors survey on one added verification source as “data collected through the GI Priority Products stakeholders at the beginning and end of the Project”

AGREED by participants

Question: Who will conduct the survey?

The diagnostic team will conduct the survey with local consultants that will conduct the survey before and after

- 2) For output 3 – add under Indicators of success – Regional joint ordering “replaced” by Level of awareness on GI concept and Countries GI products. Under data sources, add Consultations on Project Communications tools (GI website, facebook page, etc. and media coverage **AGREED**
- 3) Add under section 4 = add the word “priority” under section of assumptions - **AGREED**
- 4) Under 5 – add indicators of success “number of collaboration/cooperation activities” and “participation of relevant stakeholders to PSC and NCS - **AGREED**
- 5) Under Data Source / Means of verification – add Co-financing “and REPORTS” **AGREED**
- 6) Addition under Output 1 – 1.2 added section, word “strategy” under section of Means and under Assumptions, added some wording **AGREED**
- 7) Output 2 – 2.1 and 2.2 : clarify the title and 2.3 and 3.4 clarified the title – didn’t cancel anything but just clarified to include various types of activities. Under Output 4 – add 4.4 – Indirect support to GI organizations through the strengthening of the GI national system and understanding of GI concept. **AGREED**
- 8) The assumption under Output 4 – added “Selection of appropriate national GI priority Products for the Project” **AGREED**
- 9) Output 5 – change “National Committees established and active in the 4 countries PSC contribution to regional networking and under Verification – Outputs of the NCs and PSC meetings and Reports on Partnerships and coordination carried out with partners nationally and regionally. **AGREED**

Plenary Discussion:

Cambodia: Question: the budget has already been allocated decided equally between countries in the national component. Based on previous projects on GI, the Ministry wants new GI products and there is little room to increase budget. When we look at the national activities, Cambodia may require a higher level of funding.

The PC clarified that for the Project, based on the project log frame and expected results, the main target is not focussing on the direct support for the identification and preparation of new GI registration, it is rather to develop more resources and benefits for current registered GI and help countries to increase their success (success stories) in the market to increase revenues for the farmers and stake-holders. However the Project is expected also to contribute indirectly to the development of new GIs through its contribution to activities targeting legislation, support in administration capacity building, the control systems in place, etc. As part of component 5 – it is important to find potential partners which could cooperate with the Project and then answers countries need for which the Project is unable to provide. As an example, the project is currently coordinating with the ADB GI supported initiative in Lao PDR and the AFD PRCC Project on GI in Vietnam which are projects designed to support new GIs. The Project will also seek similar partnership in Cambodia and can be instrumental in helping Cambodia to prioritize products and also invite producers for future GI.

THAILAND – mentioned that there may be too many activities with a very limited time. Some activities created some concerns such as the online Training of Trainers format – and requested that the training could be face-to-face and not online. This position was supported by the other countries. Thailand also identified tentatively 6 priority GI products and would

consult the its National Committee to perhaps reconsider the priority GIs to 2 or 3 as for the other countries .

The PC confirmed that the Project will take in due consideration the decision of the PSC in requesting to change the format of the training (from on-line to face to face) as well as taking in consideration language issues. The activity ToR will be finalised accordingly.

VIET NAM – very comprehensive workplan but with the time involved, very difficult to materialize with short time frame. Doubt the effectiveness of some of the activities. In particular under OUTPUT 1 - for the Vietnamese IP office to join the “OriGin” network as it seems that a Vietnamese association joined previously the network with substantial costs, but the evaluation of its benefits of doing so was not seen as valuable .

The PC mentioned that in the activity proposed this is not for the association but for the IP office to join . It is cheaper (140 CHF/annum instead of 2800 CHF or over) and the IP office can have access to a lot of information, particularly for policy at international basis which could prove useful. The PSC noted the objection to join this activity as well as impossibility for the Thai DIP to join due to administrative limitations, Lao PDR and Cambodia on the other hand confirmed their interest for this activity.

Vietnam also make remarks on the budget allocated for administrative costs as too high.

PC mentioned, that the total administrative costs as presented in the new format of the budget was identical that the one presented in annex of the Project agreement signed by governments. The only difference is that is has now been consolidated in Component 3 -output 5 alone instead of being divided into different components/outputs.

Vietnam also said the cost for maintaining the web site should be seen as administrative costs and the project concentrate on priority activities.

The PC clarified that the maintenance of the website is merged in management costs in component 5 but the technical contribution of setting up the website is under component 1 as it is an activity part of output 1 and it is not a “Project website”.

Regarding the budget for national activities – there is a limited budget so it is important to prioritize. If some countries need more time, then it will be on their own initiative, but for the REGIONAL activities we need to have a consensus very soon. AFD confirmed that the expenditures should begin immediately. There is some flexibility in the workplan if we later prove that it is relevant and the donor agrees.

It was agreed in the plenary that two weeks after this PSC Meeting, the countries will come back with feedback on the workplan and make a list for review. Cambodia, LAO PDR, Thailand and Viet Nam expressed their intention to conduct a review.

The participating countries proposed to the donor AFD to have a project extension as 18 remaining months are not enough time to implement the activities. The countries expressed difficulties to manage time available for the project because of many responsibilities so need a longer period to carry out the activities.

Lao PDR: mentioned that due to limited time, it need to review more carefully the document and digest the contents. It will need to be translated into Lao language as it will be easier for Lao government staff to understand the content of the document. LAO PDR also reiterated that 18 months project duration is not enough and all the work described cannot be done. In Lao PDR, if there can be two pilot products under the project, then it will be considered successful. Laos also mentioned they would like to have some experience shared from Thailand and Viet Nam through training (face-to-face) and want to have capacity building.

Cambodia: the presentation covers many activities and in order to implement the project, stakeholders need to be involved and the IP office and association and relevant stakeholders need to participate in the project. Cambodia feels that the period to implement is too short, but there will need to be an extension for period of implementation. If project extended, then will need resources to cover for staff costs.

IT was agreed that by mid-September, countries should have provided to FAO their final comments for the project.

AFD said that there is a big challenge to implement the activities and understands that more time would be beneficial but the countries will need to show that some activities are already completed and some of the results already reached. From there, the donor can go to AFD HQ to agree for an extension.

The PC reiterated that the workplan needs to be AGREED and to have the project running and aim for success. Issues can be discussed and resolved as the changes made but will need to be in parallel with the implementation of activities.

At country level, it will needed to launch the activities and then fine-tune for example the Training programme. The project can agree to 90% of the activities and start to do some while other details are being ironed out.

The second part of the morning of Day 2 looked at country level activities country by country with other beneficiary countries attending as observers.

Output 1

Establishing a regional GI operational network for dialogue, mutual exchange and regional recognition of GI

Cluster 1-

The first activity is the current PSC meeting with presentation of OWP which is already carried out. For the second PSC meeting – the dates are tentatively from 3-5 February in Viet Nam or second part of March 2015 –.

Discussion on the programme and invitations of who to attend. The participants include current PSC but also can invite competent authorities of the IP, MoA, Accrediation bodies, certification bodies, and travel costs covered by the project.

Cluster 2 -

Creation and moderation of GI regional web network – this is under Phase I so need to have it done now as it will be for the life cycle of the project and beyond. In September up to November, the website will be proposed and designed and launched ASAP.

The website will be managed technically in RAP and content contributions come from countries. Contributions will also come from other outputs such as from inputs under Output 3 – commercialization.

Cluster 3 –

Support the participation to important policy meetings, conferences, in the region to promote the introduction and dissemination of GI related issued into relevant forums.

Lao PDR and Cambodia to join as an organization to OriGin.

OUTPUT 2

Strengthened national institutions responsible for GI development, protection and promotion and effective public-private collaboration

Cluster 1 – preparation of a Manual/Guideline so people know where to start with a template of what is the structure, what are the rules, benefits, AGREED to start drafting the materials in September

Through its Quality & Origin Initiative, FAO has already publications that can be used. Once the document is agreed on, then have translated to local language for the training .

Participants expressed that the online training is difficult to do in the office because of time constraints. Discussion on capacity building to train the first session of trainers so that local training can be conducted. Additional training for technical support available and will also be part of the working group so that they can communicate with each other.

Participants would like to have face-to-face training and allow for in-person discussion.

The participants AGREED that it is required to have in-person training (CONSENSUS) The profile of the expert is “regional” and to start and be completed by October to December 2014. Guidelines will be in the four participating countries. Trainer should be the examiner of the IPO office and hire local expert for the guidebook.

CI.2.5 to draft regional Guidebook for the “Applicants” and what is needed to be done to apply for GI. Guidebook in SIMPLE LANGUAGE – Writer should be an IP lawyer or an expert in the sector. A report will be in support of the Guidelines that is separate from the Guidebook that will be available online.

CI.2.6 – Intra-Regional GI Pilot Registrations: Thailand and Viet Nam agreed to have applications files between September and November. Cambodia will do in the next phase of the project.

Output 3 – GI promotion and communication

CI.3.1 – market research in the four beneficiary countries at national and sub-regional level. Timeframe from Nov 2014 to Feb 2015 – countries to nominate expert on the market research (Marketing company).

CI.3.2 – Market research will be conducted in the 4 beneficiary countries. Need to look at specific markets for specific products.

Under Cluster 2 – support to communication tools and initiatives will be used to help understand GI concept and GI productions through visibility. One of the first priorities is to give visibility at the local level (through press /media) to help increase GI exposure. For others through the GI web site. At the first stage is reinforcing GI benefits at local level is key. Countries could proposed initiatives.

Cluster 3

Training on market approach and support of marketing and promotion activities. Have GI WEEK in the region. Use other events to promote.

OUTPUT 5 – Support to Project Management and national/regional coordination

C31.2 and C31.3 – PSC meetings - done

All travel related to the management is in this component. If the 2nd PSC in Vietnam is in February, then will need to have national committee organized in October or November 2014 (or as soon as all the Workplans are approved).

COMPONENT 2 – NATIONAL SUPPORT

In Cambodia - Proposed activities for the next 6 months

Priority GI Products include **Kampong Speu Palm Sugar** and **Kampot Pepper**

The PC went through the steps and include:

Activity 1:

C2.1.1. – preparation of a **diagnostic and annual business plan**. Is required for both palm sugar and pepper. Need to identify national expert consultant and activity to start relatively soon.

Activity 2 – give support to review GI application in EU for Kampot pepper.

Under Cluster 3 – C2.1.5 – Kampong Speu Palm Sugar needs to improve its perception as a product and need to undertake a study to support consumer perception.

Under Cluster 4 – worked together to have by end of the year C2.1.6 – finalization of GI implementing regulation and procedures. Also for C2.1.7 0 GI translation of implementing decree through Jan – Feb 2015.

C2.1.9 have seminar (location to be finalized) by Jan 2015 and C2.1.10 Nov-Dec 2014

All AGREED

Cambodia mentioned that palm sugar and pepper need to be strengthened as a second step (after the diagnostic) to build the implementation of the priority and help strengthen the capacity of producers (including business practices). In Cambodia still need to set up the GI association and help deal with the marketing to also protect the quality and improve marketing power. In Cambodia, association needs to file and present the control systems.

LAO

Have ADB and AFD projects on GI but there is a need to coordinate activities so there is no overlap.

C2.1.1 – diagnostic need to be done (with coffee) and built an association of coffee, strategy, etc and significant coordination is required. Study mission from Lao to Thailand by end of the year (will be under the separate AFD project).

The "little chicken rice" could be more difficult – studied the possibility to structure the value chain and get consultant expert. Producers are not organized.

Second activity will be the constitution of the association as a second phase.

From October to December have C2.1.6 and will have Lao counterpart go to France for the training at InterGi in September-October 2014

Fourth activity is the creation of the GI label and have a consultation on the label (and organize a contest) or have designer come to do the design. Lao would like to have support from the project to help in the design. **AGREED**

VIETNAM

3 priority GI products –

- 1) Shan Tuyet Moc Chau tea
- 2) Tam Xoan Hai Hau rice (well known in the north)
- 3) Van Yen Cinnamon (two uses for food and for medicine)

C2.1.1 – diagnostic and business plan for the three priority products and to be done by a national expert. For the processor side, proceed in cluster 3 and reinforce through the diagnostic

C.2.1.11 AWP1 and creation of GI label but need to assist with legal aspects and copyrights, better to have consultant come from Thailand or from abroad. Logo used for marketing and for enforcement of GI – once all four countries are with label, can register the trademark so no one else can use and help regulate. Designing label – proceed with the contest October to February to have the contest – using regional expert outside Viet Nam and preferably from Thailand to help finalize national legislation, administrative procedures, seminars on label).

THAILAND

Output 4 – need to have a local expert on the Cluster 1 C2.1.1. as first activity and for the second one is C2.1.2 support to the review of Priority GI application in the EU or neighboring countries (and may require to help Viet Nam).

There are six products proposed and Thailand expressed the need for more assistance on the marketing side than on the association side.

Propose six products from three associations –
2 types of Rice,
Lamphun brocade thai silk has unique woven pattern,
Isan indigenous thai silk yarn
BEDO products – Nakhon Nakhon Mac Mao Moe Berry juice
Pafai Yom Khram

Thailand made a presentation on their activities, including priority plan for the whole project. Once the diagnostic is completed, then will put in place all the steps for the value chain. Train the use of logo through partial support – associations are well organized but for the silk, Thailand wants to expand in new markets and could benefit from market research. Once assessment of capacities completed to help support control plans, particularly for silk yarn and also for external control. Thailand is the only country under the project with GI body for certification at national level.

FOLLOW-UP

Implement regional activities such as the BTSF EU Trainings on PDO-PGI- TSG in September and October 2014 for 1 delegate from Thailand, 1 for Vietnam , 2 for Lao PDR and 1 from Cambodia which are co-funded by the organizer.

SUMMARY:

1. Country beneficiaries need up to mid-September to review the Overall Workplan and send comments;

2. IMPORTANT to validate the overall workplan. The activities need to begin implementation immediately so this is critical to have approved.
3. National activities – agree on the activities – they can be launched immediately
4. Regarding the next phase is the PSC in Viet Nam in Feb-March (TBC) as the 2nd PSC. Countries can recommend partners to be members of the PSC on a permanent basis or observer.
5. Duration of the project – consider extension already requested by the donor and need proper allocation of resources and can make request upon results achieved.