



# Commercialization Strategies for Geographical Indications

# Discussion Plan



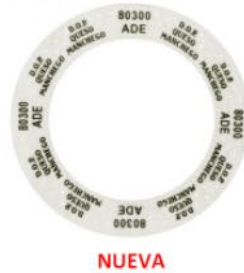
# TRADEMARKS



# Key Advantages

- Broad protection
- Control in the market
- Surveillance of non-authorized uses
- Prevents infringements
- Provides an opportunity to position the GI locally and worldwide

# LABELLING



N.º 375985 W



# Benefits

- Market transparency
- Quality of products
- Consumer protection
- Fair trade
- Informed decision making
- Visibility to producers

# Marketing Strategies

Tourism

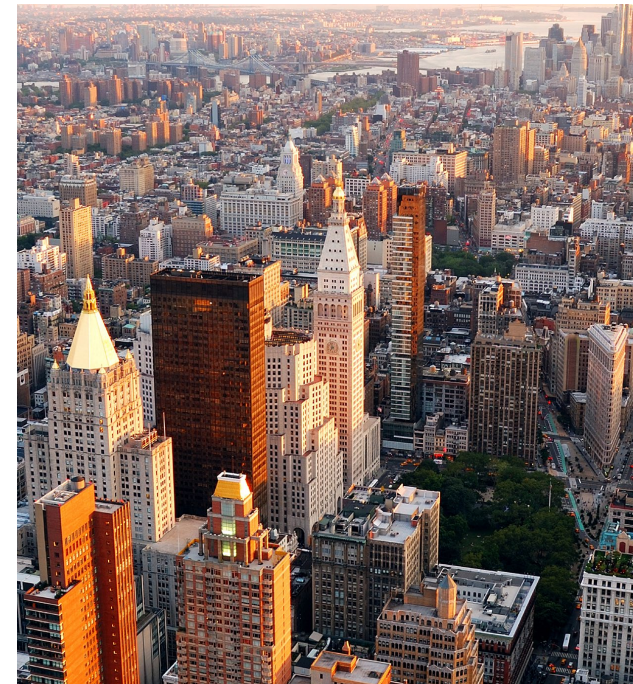
Disruption in  
Consumption  
Habits

Sustainability  
component

Organic food

The International Trademark Association (INTA) is a global association of brand owners and professionals dedicated to supporting trademarks and related intellectual property (IP), including geographical indications, to foster consumer trust, economic growth, and innovation.

Members include nearly 6,500 organizations, representing more than 34,350 individuals (trademark owners, professionals, and academics) from 185 countries, who benefit from the Association's global trademark resources, policy development, education and training, and international network. More on [inta.org](https://www.inta.org).



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