

Geographical indications around the world

Mr Yves Bénard, Director, LVMH
President of the International Commission of the
National Institute of Appellation of Origin

1

The basis of the geographical indications



« *terroir* »



Natural environment

Common practices



Product

Geographical indications around the world, Mr Yves Bénard

2

Some french geographical indications

Wines

Bordeaux
Bourgogne
Champagne
Lirac
Sancerre

Cheese

Comté
Salers

Foodstuffs

Piment d'Espelette



Source: ministère de
l'agriculture

Geographical indications around the world, Mr Yves Bénard

3

Geographical indications = an association between public and private organisations

- λ For the recognition of GIs
- λ For the protection of GIs

Geographical indications around the world, Mr Yves Bénard

4

TM and GIs are complementary



Geographical indications around the world, Mr Yves Bénard

“Questionable origins” ad campaign



Geographical indications around the world, Mr Yves Bénard

Infringements of wines for similar products



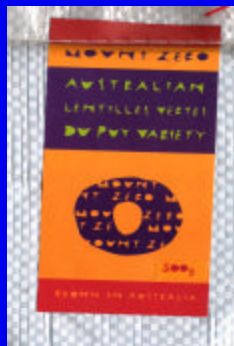
λ *Beaujolais* in Argentina

Geographical indications around the world, Mr Yves Bénard

7

Infringements of foodstuffs for similar products

Lentilles vertes du Puy



Australia

Roquefort



Germany



Bulgaria

Geographical indications around the world, Mr Yves Bénard

8

Infringements of wines for different kind of products



Champagne for biscuits
in Argentina

Infringements on the Internet (domain names)

www.champagne.ru



Label of
false
champagne
wine



Reinforcing the protection in the world-wide economy



Geographical indications around the world, Mr Yves Bénard

11