Geographical indications around the world

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The basis of the geographical indications

Natural environment
Common practices
Product

« terroir »
Some french geographical indications

Wines
Bordeaux
Bourgogne
Champagne
Lirac
Sancerre
Cheese
Comté
Salers
Foodstuffs
Piment d’Espelette

Geographical indications = an association between public and private organisations

- For the recognition of GIs
- For the protection of GIs
TM and GIs are complementary

“Questionable origins” ad campaign
Infringements of wines for similar products

1. *Beaujolais* in Argentina

Infringements of foodstuffs for similar products

- **Lentilles vertes du Puy**
  - Australia

- **Roquefort**
  - Germany
  - Bulgaria
Infringements of wines for different kind of products

Champagne for biscuits in Argentina

Infringements on the Internet (domain names)

Label of false champagne wine
Reinforcing the protection in the world-wide economy