WORLWIDE SYMPOSIUM ON GEOGRAPHICAL INDICATIONS

Branding Strategies for Origin-Based Products
“Case of Kampot pepper”

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Yangzhou, Jiangsu province, China
June 29- July 01, 2017
1. information about GI in Cambodia
2. Five pillars for GI registration
3. Registration and protection process of Kampot pepper in EU
4. Case of Kampot pepper
5. Conclusion
1. General information about GI in Cambodia

- Law on “Geographical Indications” promulgated on 20th January 2014 (There are 17 chapters and 41 articles)
- Ministerial Regulation on Implementation of GI Law “GI Regulation” on 29 December 2016
- Final draft Sub-decree on “GI Board”
- Two GI products such as “Kampot pepper” and “Kampong Speu palm sugar” have been registered by the Ministry of Commerce since 02nd April 2010 as GI product in Cambodia
- Kampot pepper and Kampong Speu palm sugar is registered in Vietnam on 28 December 2016
- Kampot pepper and Kampong Speu palm sugar is registered in Thailand on 17 March 2017
- Kampot pepper has been registered as GI product in Europe (18 Feb 2016) with support of ECAP III Project
- Kampong Speu palm sugar is on the process of registration in Europe with support of FAO-AFD regional project
- Kampot pepper EU PGI award ceremony
- Awards to Cambodia Asia GI Ambassadors
- Demonstration cuisine with Cambodian and European GI products
Remark:
- Date of Submission: 06 October 2014
- Date of Publication: 13-08-2015
- Date of Registration: 18-02-2016

We congratulate you on the registration of this denomination as a Protected Geographical Indication (PGI) which reserves the use of the denomination to producers located within the geographical area who meet the conditions defined in the specifications.

In accordance with Article 12 of Regulation (EU) 1151/2012 any operator marketing a product conforming to the above mentioned specifications may use the protected geographical indication or protected designation of origin and use references and symbols of the European Union and associated labels.
Celebrating the EU Registration of the Geographical Indication for Kampot pepper (1st November 2016)
Celebrating DIP-Thailand Registration of the Geographical Indication for Kampot pepper & Kampong Speu Palm Sugar
2. Five Pillars for GI Registration and protection

A **BOOK of SPECIFICATION** which describe the good and the production methods. The GI name shall be used only for goods produced in compliance with these specifications.

A **"GI ORGANIZATION"**, generally an inter-professional organization which bring together producers, operators and traders of the product.

A **DELIMITATION** of the production area. The GI name shall be used only by producers and operators within the delimited area.

A **CONTROL and TRACEABILITY system** which guarantee that all the goods sold with the GI names have been produced within the delimited area and according to the Book of Specifications.

A **PROVEN LINK** between the specificity of the good and its origin, based on natural, geographical, historical or human factors.
3. Registration and protection process of Kampot pepper in EU
- Mr. Aitor Pomares Caballero, EU GI expert to Cambodia from 21 to 26 July 2014 were to meet and discuss with DIP Management level about existing GI rules and procedures for registration of Kampot Pepper and also about the current situation of Kampot Pepper in particular the production chain as stated in Book of Specification such as internal and external control, logo, packaging, etc.

- Mr. Aitor Pomares Caballero also had a field visit and directly met with KPPA Executive Committee, Board Director and producers.
Upon the field visit and discussion, Mr. Aitor Pomares Caballero had conclude the following things:

A. After carefully check all the relevant documents and field visit, Kampot Pepper has the potential and feasibility to be registered as PGI in EU.

B. After looking carefully on the Book of Specification of Kampot Pepper, there are a lot of evidences proved the link of Kampot Pepper with the environment, geographical, human and natural factors. These factors play very vital role in achieving the registration as PGI or PDO.

C. Mr. Aitor Pomares Caballero will draft new Book of Specification in comply with the EU rules and regulations and any other technical detail with DIP. After these things being done, Mr. Aitor Pomares Caballero will prepare the application for GI in EU.
4. Case of Kampot pepper
Sustainable Rural Development

Members of KPPA from 2009-2016

Source: KPPA
Production of Kampot pepper in 2009-2016

Source: KPPA
Economic (value added)

Price of Kampot pepper from 2009-2017

Source: KPPA
# Protection of Kampot pepper after registration
*(Cases of infringement on the name of Kampot pepper)*

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Date</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Carrefour – France</td>
<td>2008</td>
<td>Solved</td>
</tr>
<tr>
<td>2</td>
<td>LY PISEY – Cambodia</td>
<td>2010</td>
<td>2 warning letters sent and then with intervention of MoC (Solved)</td>
</tr>
<tr>
<td>3</td>
<td>Sofitel Angkor – Cambodia</td>
<td>2010</td>
<td>As they did not know well about registration of Kampot pepper as GI product at the beginning, fake Kampot pepper sold in this hotel and now only real products sold (Solved)</td>
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<td>4</td>
<td>Coyaba International – Cambodia</td>
<td>2010</td>
<td>Solved</td>
</tr>
<tr>
<td>5</td>
<td>Bayon Market – Cambodia</td>
<td>2011</td>
<td>Solved and now selling real Kampot pepper</td>
</tr>
<tr>
<td>6</td>
<td>Bodia Nature - Cambodia</td>
<td>2011</td>
<td>Solved and now member of KPPA</td>
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<td>7</td>
<td>Silk and Pepper - Cambodia</td>
<td>2011</td>
<td>Solved</td>
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<td>8</td>
<td>KIM LY - Cambodia</td>
<td>2011</td>
<td>Solved</td>
</tr>
<tr>
<td>9</td>
<td>HEANG KHEANG – Cambodia</td>
<td>2012</td>
<td>Cancellation of membership from KPPA (Solved)</td>
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<tr>
<td>10</td>
<td>Siem Reap local shops</td>
<td>2016</td>
<td>Solved</td>
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<tr>
<td>11</td>
<td>Kep local shopt</td>
<td>2016</td>
<td>Solved</td>
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PRODUCTION AREA OF "KAMPOT PEPPER"
KINGDOM OF CAMBODIA
MINISTRY OF COMMERCE
DEPARTMENT OF INTELLECTUAL PROPERTY RIGHTS

Date Registered: 02 APR 2010
Registration No: KH/010001/10

PRINCIPAL REGISTER
National Geographical Indication
(GEOGRAPHICAL INDICATION)

Geographical Indication Name: Kampot Pepper
Application No: KH/010001.09
Filling Date: 21-10-2009

Class/GOODS: 30-Pepper

Geographical Indication Address:
Angkor Chey I Village, Damnak Kamtuk District, Kampot Province

Registered for a term of 10 (ten) years from 21-10-2009 to 21-10-2019

In witness herewith, I have hereunto affixed my hand and the stamp of the Ministry of Commerce today.

Examiner: VAK ROTH SAN

National Geographical Indication Logo

CHAM PRASIDH
5. Conclusion

GI development has positive impacts on local economic development

- Increase the price of goods/products
- Have impact on identify and image of territory (Tourist)
- Help to increase quantity and improve quality of products
- Help developing structure of product value chain (GI association is an Inter-professional Association)
Many thanks for your kind attention!