Bogotá, September 6. 2021

The Socio –Economic Impacts of Gis: “Colombian Artisan Case”
“Artesanías de Colombia” was created by the Colombian Government in 1964. It’s belong to Trade, Industry and Tourism Ministry.

Our main objective is to promote productive, innovative and sustainable development programs at local, regional and national levels, while preserving, rescuing and appropriation of our cultural heritage.

The results are high quality pieces that fit market expectations and expand artisan’s portfolios to help them find more commercial opportunities.
INTELLECTUAL PROPERTY PROGRAM

- Provide technical assistance to Colombian Artisanal Sector of the legal tools necessary to protect their handicrafts through the implementation of the use of collective marks, certification marks, Denominations of Origen and marketing strategy for positioning the country’s emblematic handicrafts in the domestic and international market.

- Artisans acquire knowledge about intellectual property rights and the potential applied to their handcrafts.

- Support for the registration of 62 Collective Trademarks and more than 2500 trademarks ( Preferential Rate).

- Colombia has 12 artisan denominations of origin. We are the country with most artisan appellations in Latin America.
DENOMINATION OF ORIGEN DOP - HANDICRAFTS (12)

- Zenú’s weaving
- Sandoná’s Hat
- Wayuu’s weaving
- San Jacinto’s hammocks
- Carmen de Viboral’s ceramic
- La Chamba’s black pottery
- Suaza’s hat
- Aguadeño’s hat
- Chiva de Pitalito
- Mopa Mopa Barniz de Pasto
- Ráquira’s pottery
- Guacamayas’s Sisal weaving
COLOMBIAN OFFICIAL SEAL
PDO
2013
65 AUTHORIZATIONS FOR USE OF THE PDO SEAL TO ORGANIZATIONS AND CRAFTSMEN
PROMOTION IN MEDIA

Artesanías, tras el gancho del origen

Colombia, país con más denominaciones de origen artesanal en Latinoamérica | ELESPECTADOR.COM

Nuestras artesanías con denominación de origen

Este fin de semana habrá un mercado artesanal y exposición en el Claustro
COLOMBIAN COUNTRY BRAND LICENSING AGREEMENT
PROMOTION AND VISIBILIZATION ARTISANAL PDOS

STRATEGY "TOURISM AND HANDCRAFTS OF ORIGIN" SUPPORTED BY TOURISM OFFICE - FONTUR

2015

2016-2017

2018-2019
MARKET AND EXPOSURE OF PDO
CARMEN DE VIBORAL CERAMIC

LOCAL PARTY

LOZA MUSEUM

CERAMIC AND CLAY STREET

PROMOTION AND MARKETING
AGUADEÑO HAT - PDO

PROMOTION AND MARKETING
SAN JACINTO WEAVING-PDO

www.tejeduriadesanjacinto.com

PROMOTION AND MARKETING
Tool that measures Impacts of the POD process:
• Social
• Cultural
• Economical
• Environmental
**SOME PRELIMINARY RESULTS**

**“PDO CONDITIONS”**

<table>
<thead>
<tr>
<th>SCALA</th>
<th>QUALIFICATION</th>
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<tbody>
<tr>
<td>1</td>
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<td>2</td>
<td>It changes relatively</td>
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<td>3</td>
<td>Equal</td>
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<tr>
<td>4</td>
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</tbody>
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- CARNA VIBORAL
- GUACAMAYAS
- SAN JACINTO
- TEJEDURIA-ZENI
- WAYUU
- SOMBRERO AGUADERO

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun sviza

Embajada de Suiza en Colombia
Cooperación Económica y Desarrollo (SECO)
TOURIST MAP “COLOMBIA ARTESANAL”-APP
ADVANCES, CHALLENGES AND OPPORTUNITIES

- Help artisans communities in Use, Promotion and Law Protection.

- Use of internet domains.

- Strengthening of Associativity.

- Work with international cooperation COLIPRI- OVOP (JICA).

- Artisans using “DOP Seal” and Collectives marks in academic and commercial events.

- Economical Impact Study of Colombian Artisans PDO.

- Branding, Marketing Territorial and Promotion Development.
“THINK BEAUTIFULLY, SPEAK BEAUTIFULLY, WEAVE BEAUTIFULLY”

Hugo Jamioy, Kamëntsá Indigenous Group

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