Commercialization Strategies for Geographical Indications
Discussion Plan

Trademarks → Labelling → Marketing strategies
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
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.