Updates on Geographical Indications in the ASEAN Region

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Association of South East Asian Nations (ASEAN)
ASEAN ECONOMIC COMMUNITY (AEC)

YEAR 2015

ASEAN ECONOMIC COMMUNITY (AEC)

US$ 2.6 Trillion huge market
ASEAN IPR Action Plan 2016 -2025

4 Strategic Goals

Goal 1: Strengthen IP Offices and Build IP Infrastructure

Goal 2: Develop Regional IP Platforms

Goal 3: Expand the ASEAN IP Ecosystem

Goal 4: Enhance Regional Mechanisms to Promote Asset Creation (GI & TK)
Support for GI under the ASEAN IPR Action Plan 2016 -2025

Initiative 18 – Promote the commercialisation of ASEAN GIs by improving the capacity of the productive sector in the development of protection and branding strategies.

Deliverable 18.1 - Training in the use of GIs, certification and collective marks, post registration management programmes to enhance value of local producers.

Deliverable 18.2 - Evaluate protection mechanism of GIs and assist in the protection of GIs within ASEAN and foreign markets.
Geographical Indication Systems in ASEAN

Sui Generis System
- Cambodia
- Indonesia
- Lao PDR
- Malaysia
- Myanmar
- Singapore
- Thailand
- Vietnam

Trademark System
- Brunei
- Philippines

Geneva Act of the Lisbon Agreement
- Cambodia
Statistics on GIs in ASEAN

346 Geographical Indications (GIs) registered (as of Jan 2019)

37 (10%) Foreign GIs

309 (90%) LOCAL GIs
Statistics on GIs in ASEAN

Number of GIs registered in ASEAN (as of Jan 2019)

- Cambodia: 3 Local GIs, 0 Foreign GIs
- Indonesia: 66 Local GIs, 8 Foreign GIs
- Lao PDR: 1 Local GI, 0 Foreign GIs
- Malaysia: 99 Local GIs, 16 Foreign GIs
- Thailand: 63 Local GIs, 6 Foreign GIs

Legend:
- Green: Local GI
- Orange: FOREIGN GI
Most GIs in ASEAN relates to the following categories:

- Agriculture
- Fisheries
- Craft
- Artisanal works

These are the sectors providing livelihood to large section of the rural and developing parts of the region.
Koh Trung Pomelo - Cambodia

Registered: 2018
GEOGRAPHICAL AREA
The villages of Kbal Koh and Chong Koh in Sangkat Koh Trung, Korng Kratie district
Flores Bajawa Arabica Coffee - Indonesia

Registered : 2012

GEOGRAPHICAL AREA:
The geographical area of Flores Bajawa Arabica Coffee is located on Flores Island.
Gayo Arabica Coffee - Indonesia

Registered : 2010

GEOGRAPHICAL AREA:
The Gayo Highlands are located in one of the Bukit Barisan mountains on the island of Sumatra, in the northernmost part of Sumatra island and in the centre of Aceh Province.
KHAO KAI NOI Rice - Lao PDR
(1st GI registered in Lao PDR)

Registered: 2018

GEOGRAPHICAL AREA:
Houaphanh (Xamneua district and Viengxay District); Xiengkhouang (Khoun district, Pek district, Phaxay district and Phoukooud district).
Guimaras Mango - Philippines

Registered : 2017

GEOGRAPHICAL AREA:
The geographical area of the Guimaras Mango encompasses the entire island province of Guimaras, consisting of the 5 municipalities: Jordan, Buenavista, San Lorenzo, Sibunag and Nueva Valencia.
Sarawak Black Pepper – Malaysia
(1st Malaysian GI Product)

Registered: 2003

Geographical Area:
The whole state of Sarawak.
Hai Thai Hom Mali Rice - Thailand

Registered: 2006

**GEOGRAPHICAL AREA:**
Thung Kula Rong-Hai area. It is a large plain in northeast Thailand.
Binh Phuoc Cashew Nuts - Vietnam

Registered : 2018

GEOGRAPHICAL AREA:
The total area of planting cashew in Binh Phuoc Province is 134,302 ha covering 11 districts and cities.
Benefits from GI Registration in ASEAN

Benefits

• Agro Tourism (*eg* Bentong Ginger from Malaysia, Coffee Festivals in Vietnam)
• Increase in selling price of products
• Increased awareness of producers
• Increased support by the government (*eg* One Province One GI in Thailand)
• Processing of GI products in compliance with government regulations
• Enhanced reputation and improved access to market (*8 ASEAN GIs registered in EU*)
GI Challenges in ASEAN Region

Challenges

• Awareness on GI has not reached key stakeholders
• Consumers’s recognition of GI products are still low
• General absence of collective organisations for registered GIs
• Lack of experience and capacity in creating and managing collective organisations
• Lack of use and poor management of registered GIs
• Modern supply chains and value chains have not been established
• Infringement of GI rights (eg Phu Quoc Fish Sauce)
ASEAN-EUIPO (ARISE + IPR) initiatives:

1. Maintain *regular policy dialogue* with competent authorities in the ASEAN region on the protection of ASEAN GIs in existing and potential export markets.

2. Sharing experience and exchanging *best practices on GI protection* within ASEAN region.
Initiatives on improving GI in ASEAN Region

ASEAN-EUIPO (ARISE + IPR) initiatives:

3. Providing *training and capacity building workshops* for GI and potential GI producers and associations; and government officials responsible for GI in the ASEAN region.
Training and capacity building workshops

- Since 2015, a total of 22 GI related training programmes conducted
- AsiaGI 2018 (14-18 May, 2018, in Kampot, Cambodia)
- AsiaGI 2019 (25-30 March, 2019 in Bali, Indonesia)
- Roving GI seminars in six ASEAN countries, namely Malaysia, Myanmar, Indonesia, Lao PDR, Cambodia, and Thailand
Initiatives on improving GI in ASEAN Region

ASEAN-EUIPO (ARISE + IPR) initiatives:

4. Promote the visibility of ASEAN GIs:
   - ASEAN GI Booklet
   - ASEAN GI database

http://asean-gidatabase.org/gidatabase
<table>
<thead>
<tr>
<th>Country of registration</th>
<th>GI Name</th>
<th>Registration date</th>
<th>Right Holder</th>
<th>Geographical origin</th>
<th>Information file</th>
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ASEAN GI Database

ECAP III

Geographical Indication File

Khao Horn Mall Thung Kula Rong-Hai

Main characteristics/features:

Production and processing:

The rice seeds used to produce Khao Horn Mall Thung Kula Rong-Hai must be grown in Thung Kula Plain. The whole production cycle must take place in the defined geographical area to ensure that it is conducted entirely under the geographical conditions specific to this area. Harvesting is governed by specific rules that cover the dates (from October to December), phenological stages and grain moisture to guarantee the hygiene and safety of the product and complete traceability of the rice in the region of origin and beyond. In many cases, to the original farmer. Khao Horn Mall Thung Kula Rong-Hai must be packaged within the area in which it is produced. Re-packaging is not allowed in order to prevent any possible contamination or alteration of the product. Packages must be labeled with the weight, date of packaging, and name of the mill or cooperative.

Link between product and territory:

Legend has it that the name 'Khao Horn Mall Rong-Hai' [a small puddle] is derived from the Khao Horn merchants who traveled through the region from their homeland. Cultivation of rice in Thung Kula Rong-Hai began in 1959. A local rice mill has since been developed to obtain rice of a good quality, with long, firm, and clear grains. The cooked rice should be soft and fragrant. This practice gives Khao Horn Mall Thung Kula Rong-Hai its unique quality, distinct from Khao Horn rice grown in other areas and recognized by traders and consumers both in the production country itself and internationally. The slightly saline soil in northern Thailand, the moistness of the area around the rice varieties used, the climate and the soil nutrients, and the process of the product to become stressed and produce 2-acetyl-1-synval (2-A-1-A), the same aromatic substance which produces the familiar fragrance in pustules leaves.
Moving Ahead

• Improved and strengthened GI national systems
• Continuous awareness and capacity building programmes
• Encourage cross filing of GIs among member states
Thank You

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