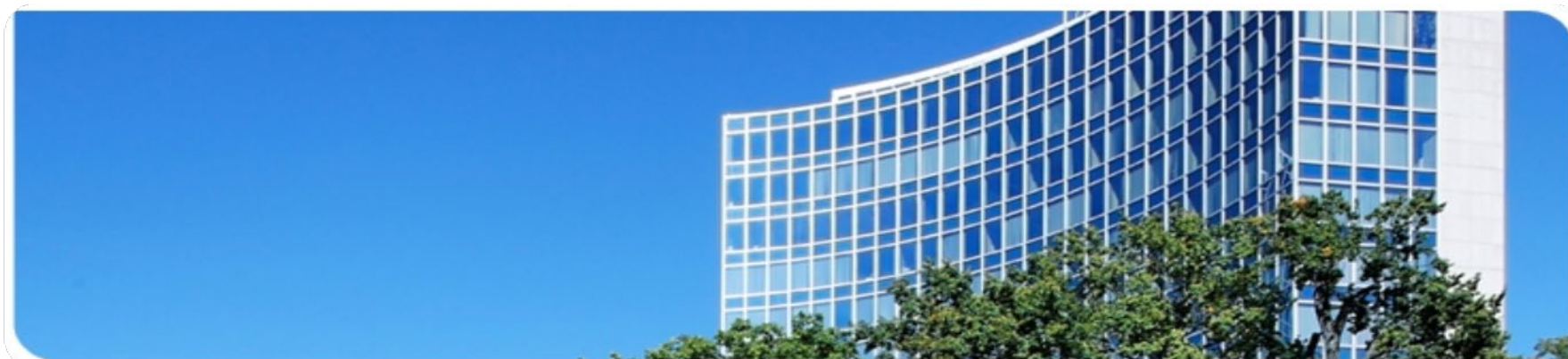


# Cooperation for GIs: *WIPO Experience*



**Worldwide Symposium on Geographical Indications**  
**Tbilisi (hybrid),**  
*June 14 to 16, 2023*

**Alexandra Grazioli**  
Director, Lisbon Registry  
Brands and Designs Sector, WIPO

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# WIPO's Technical assistance

- **General GI awareness raising activities** for authorities and producers
- **Dedicated trainings on GIs**
- **Legislative advice:** GI legislative framework or treaty accession
- **Policy advice:** GI ecosystem development
- **Assistance pre/post-accession to treaties**

# WIPO's GI projects

- WIPO assist **local communities** to develop their **GIs** (*protection, collective management, commercialization*)
- Upon **Member State request** and in cooperation with national authorities
- **Collaboration** with other partners (*UN Agencies, Regional and National Authorities, NGOs and other Institutions*)

# GI-Projects : Development, protection and commercialization of origin products



## WIPO MAGAZINE

### Supporting environmental sustainability with GIs: The case of Madd de Casamance

June 2020  
By Pape-Tahirou Kanouth, agricultural economist, ETDS, Ziguinchor, Senegal, and Michele Evangelista, Lisbon Registry, WIPO

Amid the ongoing climate crisis, the need to preserve the natural environment has become a focus of growing public concern. Consumers, especially young people, are calling on governments and the private sector to actively commit to implementing strategies and policies that support environmental sustainability.



Madd (or Saba zambalensis) is a wild species of fruit, a berry with a hard, yellow peel that can be found predominantly in the woodlands and certain savannas of Burkina Faso, Senegal, Guinea, Guinea-Bissau, Mali, Ghana and Côte d'Ivoire. The plant is a climbing vine with tendrils that allow it to cling to the trunks and branches of trees in the forest, where it grows wild. (Photo: Courtesy of ETDS)

<https://www.wipo.int/ipadvantage/en/details.jsp?id=11582>

# WIPO GI Projects





## FIT China (CNIPA):

**KOH TRUNG POMELO & KAMPOT-KEP SALT (Cambodia); MADD DE CASAMANCE (Senegal); RIZ DE KOVIÉ (Togo); etc.**



## Covid 19 Recovery Package:

**SEDA DE CAJONOS (Mexico), OREGANO DE FOOTHILS PULTRE (Chile); Kazakhstan, Kirghizstan, Tadjikistan, Tonga, etc.**



## R. & N. Development Sector:

**Africa: CABRITO DE TETE, VIHNO DE FOGO, KENTE; Arab R.: CHECHAR HONEY; OMANI FRANKINCENSE; Arab GI training; CEBS: TUSHETI GUDA; ASPAC: KAVA, etc.**



**CDIP Projects:** - Assisting producers in the post registration phase (**Algeria, Brazil, Pakistan, Uganda**) ; - More to come...



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**Thank you**

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