Cooperation for GIs: WIPO Experience

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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 GI Projects

**Phase 0**
- **Assessments** *(product specificities/reputation, motivation of producers, markets, legal and institutional framework, etc.)*

**Phase I**
- **Protection of GI** *(Book of Specifications)*

**Phase I & II**
- **Collective management of the GI** *(producers association, role and function, business model)*

**Phase I & II**
- **Controls** *(internal and external)*

**Phase I & II**
- **Branding and marketing strategies** *(logo/packaging)*

**Phase II**
- **Enforcement**
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 FOOTHILLS PULTRE (Chile); Kazakhstan, Kirghizstan, Tadjikistan, Tonga, etc.

R. & N. Development Sector:
Africa: CABRITO DE TETE, VIHÑO 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…
Thank you
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