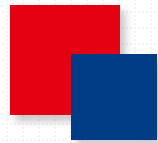


# **Inclusive Governance and Sustainability of Geographical Indications**



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**Geneva**

# 1. The Relationship between Sustainability and Inclusive Governance

Sustainability is the goal,  
inclusive governance is the means



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- 1 The 2030 Agenda for Sustainable Development is the most authoritative and inclusive framework for global development
- 2 WIPO bears an important mission in advancing the implementation of the UN 2030 Agenda
- 3 China has taken vigorous actions to achieve positive progress in advancing multiple Sustainable Development Goals
- 4 As an inclusive governance platform, WIPO can play a role in consolidating consensus among all stakeholders on the sustainability of geographical indications

## 2.Sustainability of Geographical Indications

The sustainability of geographical indications can be directly translated into concrete Sustainable Development Goals

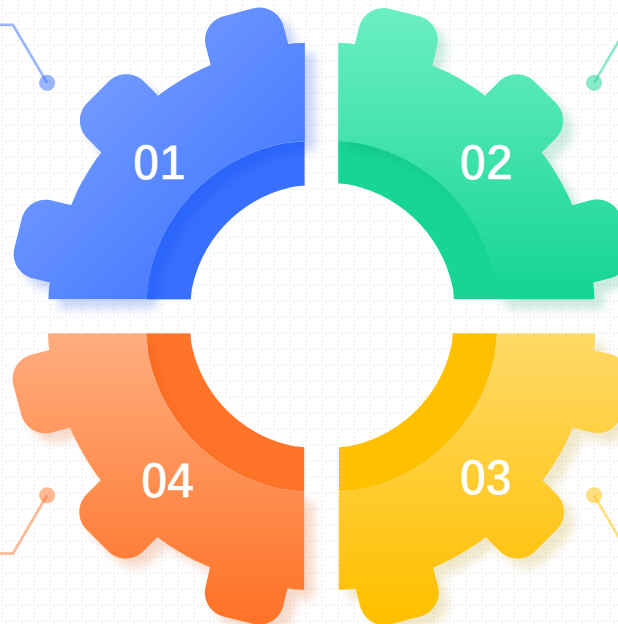
### 2.1 Geographical indications possess the characteristics of authenticity, regionality, distinctiveness and linkability

#### Authenticity

Geographical indications have been used consistently over a long period of time and are widely recognized by the public

#### Distinctiveness

The product possesses distinct quality characteristics, a specific reputation, or other unique attributes



#### Regionality

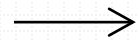
All or the main production processes are carried out within the specified region

#### Linkability

The distinctiveness of products is determined by both natural and human factors of a specific region

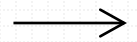
### 2.2 Geographical indications are inherently and closely linked to the Sustainable Development Goals

**Authenticity**



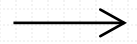
Historical Legacy and Public Recognition: A duty of preservation

**Regionality**



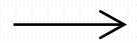
Territorial Production and Resource Optimization

**Distinctiveness**



Distinctiveness, Consumer Loyalty, and Economic Value

**Linkability**



Sustainable Development Through Environmental and Cultural Preservation

2.3 10 of the 17 SDGs are directly linked to geographical indications and can be broadly categorized into 4 groups

**1 People**



1 NO POVERTY  
2 ZERO HUNGER  
3 GOOD HEALTH AND WELL-BEING

**2 Prosperity**



8 DECENT WORK AND ECONOMIC GROWTH  
10 REDUCED INEQUALITIES

**3 Planet**



12 RESPONSIBLE CONSUMPTION AND PRODUCTION  
13 CLIMATE ACTION  
14 LIFE BELOW WATER  
15 LIFE ON LAND

**4 Partnership**



17 PARTNERSHIPS FOR THE GOALS

## China's protection of geographical indications supports the achievement of the Sustainable Development Goals



By the end of December 2025, China had recognized a total of **5,066** protected geographical indications. Registered **7,425** geographical indications as collective marks or certification marks.

More than **52,000** market entities use the official geographical indication logo, with an annual direct output value of nearly **one trillion** RMB.

01



- Baise Mango: Baise City, Guangxi Zhuang Autonomous Region of China



02



- Hua Ju Hong : genuine traditional Chinese medicinal herb from Huazhou, Maoming City, Guangdong Province



03



- Ru Porcelain first appeared in the mid-Tang Dynasty and gained great fame in the Northern Song Dynasty



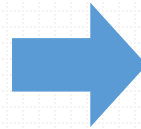
- China has established partnerships with multiple countries on geographical indications protection



04

## 4.Outlook

### SDGs would be incorporated into Specifications



#### SDGs Specification

- Embed economic sustainability
- Define clear environmental indicators
- Ensure equitable benefits for all GI producers and all segments of the value chain
- Leverage specifications as a unified GI governance tool



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**Thank you for your attention!**

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