

Plants, Territory and Reputation The Andean Experience

Geneva: 31 March 2026

Information Session on Geographical Indications

María José Bucheli

Servicio Nacional de Derechos Intelectuales

Quito-Ecuador



Servicio Nacional de
Derechos Intelectuales

PLANT NAMES AND GIs



- Plant Names
- Geographical indications
- Different legal Logics



TERRITORY SHAPES QUALITY

NOT ONLY GENETICS



CASE STUDY: COLOMBIA

CLAVEL

ROSES

CHRYSANTHEMUM



Protected as GIs

ANALYSIS

- Not a plant variety
- A product linked to its geographical origin



ECUADORIAN ROSES

High altitude

Sunlight

Long stems



POTENTIAL FOR GEOGRAPHICAL INDICATIONS



BIODIVERSITY + TERRITORY + REPUTATION



Servicio Nacional de
Derechos Intelectuales



Servicio Nacional de
Derechos Intelectuales