



FAO/AFD Project on the Promotion of Rural Development through Development of Geographical Indications at Regional Level in Asia

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*Regional Workshop on
Making Geographical Indications work for Rural Communities
in selected Asian Countries: Identify Products and Drafting of
Disciplinary for Geographical Indication Registration*

*11-12 December 2014
Phnom Penh, Cambodia*

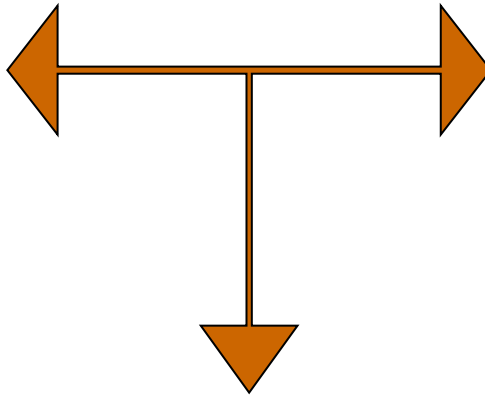
GI: Relations between the product, the producers and the production area



PRODUCTION AREA

(Due to natural conditions, the product is different from the ones produced in different regions)

its quality



PRODUCERS' KNOW-HOW

(GI product are generally traditional product, with a connection to the local wisdom and heritage).



Product with a specific name and reputation

(The consumers make a direct connection between the origin of the product and its quality)

GI System, a global perspective



The experience of South East Asia

GI legal framework

GI Legislations :

- **Malaysia**: Geographical Indications Act **2000** (Act 602) and Geographical Indications Regulations 2001
- **Indonesia**: Chapter VII of the Law on Marks (Law n15/**2001** on Marks) and Government Regulation No. 51/2007 regarding Geographical Indications signed by the President **on 4 September 2007**
- **Thailand**: Act on Protection of Geographical Indication in **2003**(B.E.2546)
- **Vietnam**: the Intellectual Property Law No. 50/2005/QH11 enacted in nov.2005 and **entered into force since 1 July 2006** replacing protection given by various texts
- **Lao PDR** : The Law on Intellectual Property **2012**, Ministerial Decision on the Implementation of the Law on IP concerning Geographical Indications , **Sept 2012**
- **Cambodia**: Law on Geographical Indications, **January 2014**
-preparing guidelines and application forms as well as regulation on controls:

GI: a concept in rapid expansion in Asia

Examples of Asian GI

- **Indonesia (25)**: Arabica coffee Kintamani Bali, Jepara Carving Furniture, White pepper Muntok, MPKG Gayo Arabica coffee, Tobacco Mole Sumedang, Horse milk Sumbawa, Kale Lombok, Sumbawa honey, Adan rice Krayan, Arabica coffee Flores, Bajawa Flores, Dieng Purwaceng, Carica Dieng, Kep vanilla. Alor, Arabica coffee Kalosi Enrekang, Ubi Cilembu Sumedang ,Patchouli oil Aceh, Arabica Coffee Java Preanger , Arabica Coffee Java Ijen-Raung Ijen-roar, etc.
- **Malaysia (35)**: Sarawak Pepper; Sabah Tea; Borneo Virgin Coconut Oil; Tenom Coffee; Sabah Seaweed, Bario Rice, Limau Bali Sungai Gedung, etc.
- **Vietnam (41)**: Phu Quoc (fish sauce); Coffee Buon Me Thuot, Pomelo Doan Hung, Hoi Lang Son, fish sauce Phan Thiet, Orange Vinh, Tea Tan Cuong, Tea Shan Tuyet Moc Chau, Rice Hong Dan, Litchi Luc Ngan, Dragon fruit Binh Thuan, Rice Tam Xoan Hai Hau, Litchi Thanh Ha,etc.
- **Cambodia**: Khampot Pepper; Kampong Speu Palm Sugar.



Khao Hom Mali Thung Kula Rong Hai (Rice)



Khao Hom Mali Surin (Rice)



Trang Roast Pork

GI: a concept in rapid expansion in Asia

Thai GIs (64)



Sangyod Maung Phatthalung Rice



Khao Leuang Patew Chumphon (Rice)



Khao Jek Chuey Sao Hai (Rice)



Surat Thani Oyster



Nakonchaisri Pomelo



**Chainat Khaotangkwa
Pomelo**



**Phetchabun Sweet
Tamarind**



Sriracha Pineapple



Phuket Pineapple



**Kafe Doi Chaang
(coffee)**



**Kafe Doi Tung
(coffee)**



**Phurua Plateau
Wine**



**Chiangrai Phulae
Pineapple**



NangLae Pineapple

Economical Benefits Kafae Doi Chaang (Thailand)



- Coffee Cherry Price

4.50 baht/kg → 15 baht/kg → 28-32 baht/kg
Before → Doi Chaang Start → Now

- Green Bean Price

12 USD/kg → 65 USD/kg



Source: Department of Intellectual Property, Ministry of
Commerce of Thailand, 2013

Chiang Rai Phulae Pineapple (Thailand)



Price Comparison

year 2004 (before GI registration) → now

➤ Price at Farm

8 baht/kg → 23 baht/kg

➤ Retail Price

35 baht/kg → 50 baht/kg

Reaching 60 baht/kg soon

13 Handicrafts



Chiang mai Celadon (Pottery)



Praewa Kalasin Thai Silk



Chonnabot Mudmee Thai Silk



Lamphun Brocade Thai Silk



Yok Mlabri Nan



Ban Chiang Pottery

Mae Jaem Teen Jok Fabric



GI: a concept in rapid expansion in Asia

Potential GIs

- **Cambodia**: Hol of Takeo/Hol Khmer, Phnom Psrok Silk/Khmer Silk; etc.
- **Lao PDR**: Boloven Coffee, Paksong and Phongsaly tea, Xiengkhouang and-Houaphan sticky rice, Luang Namtha Sesames oil, Silk from Pak Eum, Silk from Luang Prabang, etc.
- **Myanmar**: Thanakha, Silk from Lotus Inlay Lake, Teak, Tea, stones, etc.
- **Bhutan**: Essential Oils (ex: lemon grass Mongar and Trashigang Districts) ; herbal teas, traditional medicines, Dezo (paper), yathra Kishuthara, etc.



The promotion of national products

Creation of National labels for GI

Ex: Thailand



Ex: Cambodia



Lamphun Brocade Thai silk



GI: A part of the country's prestige

Ex: Champagne is a symbole of France



Promotion

Local Market

Promotion in the Department Stores, local market, events and Exhibitions



Pictures: Department of Intellectual Property, Ministry of Commerce of Thailand

Promotion

International Market

GI Twinning project: Champagne + Lamphun Brocade Thai Silk



Overseas Exhibitions; France, Japan, Vietnam, Hong Kong etc.



Pictures: Department of Intellectual Property, Ministry of Commerce of Thailand

International registration

ข้าวหอมมะลิทุ่งกุลาร้องไห้

Khao Hom Mali Thung Kula Rong-Hai

12/02/2013

Class 1.6. Fruit, vegetables and cereals fresh or processed

Packages must be labeled with the weight, the date of packing, the name of the mill or the name of the cooperative.

Each package must bear the words ‘ข้าวหอมมะลิทุ่งกุลาร้องไห้’ and/or ‘Khao Hom Mali Thung Kula Rong-Hai’

The Thai GI logo plus the EU logo (after European registration) are also mandatory



International registration

- Pending Thai GI applications at the European Union :
 - Kafae Doi Chaang (Coffee) ---- published
 - Kafae Doi Tung (Coffee) ---- published
 - Khao Sungyod Muang Phattalung (Rice)
- Pending Cambodian GI application at the EU
 - Kampot Pepper
- Thailand GI Application in Vietnam
 - Thai- Isan Indigenous Silk Yarn : registered on 18 September 2014



The Queen Sirikit Department of Sericulture and Department of Intellectual Property of Thailand (DIP) filed the Isan Indigenous Thai Silk Yarn Geographical Indication (GI) in Vietnam. The GI was filed on August 1st 2013 and was granted registration by the National Office of Intellectual Property of Vietnam (NOIP) on September 18, 2014 making this product the first intra-regional registered GI



“ Isan Indigenous Thai Silk Yarn is a unique textile art in terms of elaboration process giving the silk fabric a texture which is smooth, even, soft and shiny. This process relies on Isan people's silk reeling skills which have been passed on from generation to generation and the Silkworms which must be farmed in the Isan region and must be of authentic Thai species which are polyvoltine and resistant to the dry and hot climate of Isan region.

The characteristics of the silk yarn are thick, rough, knotty, even in size, clean, unadulterated, darker yellow color and even in color “.

GI : a strategy for the promotion of tourism

For the GI Regions or GI related localities

- Tourists visits in the production sites
 - Consumption or purchases on site as well as free marketing of products for export through tourists
 - Organisation of social events inspired by the GI
 - Development of services (hotels, restaurants, guides, etc.)
 - Direct and indirect benefits linked to the GI for the development of the localities or region as well as for localities' national and international reputation
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- ```
graph LR; A[□ Tourists visits in the production sites] --> C[• Organisation of social events inspired by the GI]; B[□ Consumption or purchases on site as well as free marketing of products for export through tourists] --> C; C --> D[• Development of services (hotels, restaurants, guides, etc.)]; D --> E[• Direct and indirect benefits linked to the GI for the development of the localities or region as well as for localities' national and international reputation];
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# The FAO–AFD Project

- **Overall Objective:**

**“To increase incomes of smallholder farmers through the development of GI value chains, improved market access and increased recognition of GI by consumers”**

The development goal looks at ensuring environmental sustainability by contributing to develop sustainable approach into policies and strategies related to voluntary standards



# Project – *Outputs*

- **Output 1:** Development of a regional GI operational network for dialogue, mutual exchange and regional recognition of GIs, including public and private stakeholders from various sectors involved
- **Output 2:** Strengthened national institutions responsible for GI development, protection and promotion, and effective public-private collaborations
- **Output 3:** Commercial, promotional and communication initiatives
- **Output 4:** Strengthened value chains and GI organizations capable of setting up and managing their GI products
- **Output 5:** Enhanced national and regional project coordination including with other Development Partners


# Component 1

## Regional Support

# COMPONENT 1: Regional Support

**To build GI regional network of information sharing and dissemination** (through seminars-workshops, platform for communication and dialogue, GI regional website, etc.)  
**to answer various challenges of regional harmonisation, resources mutualisation and establishing the basis a regional GI development strategy**

Activities here aim at :

- exchanging knowledge and experiences between the 4 countries,
- Developing skills and institutional capacity of the agencies tasked with GI in the 4 countries.
- Improving national mechanisms for co-ordination among different agencies involved in GI registration, control or promotion  research of mechanisms inducing economies of scale (*control systems, common certification body, common promotion and marketing strategies to attract regional and international buyers*),
- building a commercial traditional products' « strike force », reinforcing connection between public and private sectors on GI promotion
- Attracting other ASEAN countries to join this GI network.

## Output 1/ Establishing a regional GI operational network for dialogue, mutual exchange and regional recognition of GI

- **Creation of several working groups** on key issues (GI control, GI registration/regional harmonization and GI promotion).  
These working groups will contribute in the building of an operational GI regional network between relevant agencies in the region, but also create practical instrument for **better coordination Public-public, Private-Public and private-private.**


The WGs will be animated and strengthened through the duration of the Project by :

- **regional seminars and workshops** for knowledge sharing, common strategies building and dialog on policy making, not only among the 4 countries of the project, but also with other ASEAN countries when possible

# Output 1/ Establishing a regional GI operational network for dialogue, mutual exchange and regional recognition of GI

## Cluster 2: Creation of a GI regional web network.

Currently, visibility of GI development in Asia relatively low and the absence of common regional platform to mutualize information and developments related to GI is an handicap to GI visibility, exchanges and networking in the region

 creation of the first regional **GI website** and support to the development of a **forum** where all information/knowledge available and where newcomers could find relevant information (public, private).

Website aims to :

- Mutualize information on GI national systems and development dedicated to targeted audiences
- Promote GI concept and visibility of GI products and practical benefits of GI
- Encouraging exchange of information and forum of discussion between GI stakeholders (public-public, Public-Private and Private-Private), business partners and other DPs.
- The domain name [www.GI-Asia.org](http://www.GI-Asia.org) has been reserved by the FAO in April 2013

# Output 1/ Establishing a regional GI operational network for dialogue, mutual exchange and regional recognition of GI

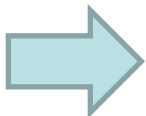
Cluster 3: Support the participation to important policy meetings, conferences in the region to promote the introduction and dissemination of GI related issues into relevant forums

- Members of the PSC, NCs or PC may identify opportunities to **attend important regional policy meetings** (e.g ASEAN, AWGIPC, etc.) on IP or other relevant issues (Agricultural development policy, Tourism promotion, trade promotion, etc.).
- Support **membership of the 4 country IPOs to the OriGin forum** to increase access to world information on GI. At the end of the subscription, the IP offices (or other members) would have the possibility to continue the membership should they have considered as valuable source of information. [www.origin-gi.com/](http://www.origin-gi.com/)



## **Output 2/ Strengthened national institutions responsible for GI development, protection and promotion and effective public-private collaboration.**

- **Capacity building of key public authorities and ad hoc structures** (GI Division/ Office or GI Secretariat/ Commissions or Accreditation/control bodies) to finalize relevant regulations and procedures establishing the status and functioning of these structures and provide **guidelines/training on formal/substantive GI examination** (for national and foreign GIs).
- **Mutualise information/documentations/manuals and initiate networking** to build up on experiences/best practises acquired by neighbouring countries. These will involve also the translation of relevant materials;
- **Trainings designed and provided to national/local agencies and to support the building and management of GI producers/operators' organizations** (or “inter professional associations ”) for better outputs in the preparation of the book of requirements and the application for GI registration; organizing for sustainable management of the GI, (including internal control procedures; resources sharing and optimization regarding the financing of GI external control procedures);
- Supporting for the **application in foreign countries** (ex: ASEAN countries, EU) and facilitating GI infringements issues.



**key factor for success is the level of appropriation by those primarily concerned (i.e. the actors of the value chain) and their capacity to manage, over time, the Geographical Indication collectively.**

## **Output 2/ Strengthened national institutions responsible for GI development, protection and promotion and effective public-private collaboration.**

Cluster 1 / Support the sustainable development of GI Producers grouping/ Inter-professional body

- in coordination with the [FAO Quality & Origin](http://www.fao.org/food-quality-origin/en/) initiative the (<http://www.fao.org/food-quality-origin/en/>)
- Project will support the **preparation a manual/guidebook** for on Sustainable Inter-professional body for GI and the **design of training material**.
  - covering all aspects of inter-professional bodies, with a particular emphasis on economic sustainability (or the business model).
  - participants will be able to identify and mobilise the actors of the supply chain, discuss the possible roles, functions and services of an inter-professional body (IPB), define the legal form, as well as decision and management structures, define the business model and sources of funding for functioning of the (IPB), develop an action plan to create or further develop an IPB for their GI
- **disseminate training material** in beneficiary countries
  - through national **trainings**

## **Output 2. Strengthened national institutions responsible for GI development, protection and promotion and effective public-private collaboration.**

### Cluster 2/ Development national/regional GI Control capacities

Countries face similar challenges regarding the establishing and implementation of sound control system for GI (both internal and external) and need assistance in some key aspects:

- to differentiate auto-control, internal control and external control requirements and procedures;
- to understand and comply with international standards regarding external control;
- to study countries' capacities and support needed to carry out GI external control through competent public authority and/or private bodies (certification bodies);
- to reduce external control costs
- Proposed activities
  - **assessment and recommendations for certification and control procedures, strategies and schemes needed at national and export (regional) levels** to facilitate the development of cost effective control systems as a priority.
  - in view of the finding of the assessment, funds will be provided to **support priority activities that will be proposed and validated.**
  - In parallel, and in cooperation with other DPs (EU), the Project will facilitate the support for Beneficiary countries' relevant agencies representatives (minimum 2-3 representatives per country) involved in the building of their national **GI control scheme** to attend a **training in an ISO 17065 compliant country** through the "Better Training for Safer Food (BTSF) Programme in Europe.





## **Output 2/ Strengthened national institutions responsible for GI development, protection and promotion and effective public-private collaboration.**


Cluster 3/ Support the capacity building of GI examination to improve procedures for GI registration and mutual recognition

➤ Assistance to IPOs in **drafting/ improve GI and/or TM manuals** (*overlapping between trademark GI examination issues*) taking into account best practices, consideration of regional harmonisation objective

(Thailand and Vietnam will be mutualised and commented by an expert for possible recommendations for the drafting of examiner manuals in Cambodia and Lao PDR). *Cooperation with ECAP III.*

## **Output 2/ Strengthened national institutions responsible for GI development, protection and promotion and effective public-private collaboration.**

Cluster 3/ Support the capacity building of GI examination to improve procedures for GI registration and mutual recognition

➤ Strengthening capacity of GI applicant in the region,  preparation of a **regional Guidebook for GI (including Trademark) Applicants.**

This guide, after a brief introduction on GI, differences between GI and TM, will compile and explain procedures of registration for GI applications (and Trademarks) in each country in the format of a template structured to show what can be registered, required documentation, procedural rules, book of requirement, specificities, timeframe, etc.

- It will include 3 three main volumes **1/ Application at national level. 2/ at regional level 3/ international level** (in particular EU), *volume 3 will be done in cooperation with MUTRAP Vietnam.*
- Updates every year (to adapt to new procedures for example) by country contributors and new version shall be replacing previous version. To be carried out in collaboration with ECAP III and other potential partners.
- Information will be drafted for non IP specialist (business person, etc.) to allow for better understanding and will be business oriented (reference will be made on GI but also certification and collective TM as well as enforcement strategies based on each protection in each market). These guidebooks will be done in English first and available on-line.
- The expert(s) recruited to draft the guidebook, will also use this exercise to produce a **comparative study on registration procedures and provide recommendation for harmonisation and efficiency** (in region and possibly in comparison with the EU system) that should be discussed with the IPOs.

## **Output 2/ Strengthened national institutions responsible for GI development, protection and promotion and effective public-private collaboration.**

Cluster 3/ Support the capacity building of GI examination to improve procedures for GI registration and mutual recognition

➤ **To support also the theoretical approach with practical issues** resulting from the application of GI in a foreign country, the Project will support for a consultant to assist for the **application of 1 GI in another beneficiary country**. The applications will be done in the spirit of identifying loopholes, difficulties and capacity to work on fast track procedure among the 4 countries. Therefore this activity will be done in **close coordination between the two countries involved** (country of origin-beneficiary country to receive the application).



These activities, by providing comparative regional material and identifying GI related terminology and could also contribute to the establishment of regional common terminology and template to be developed for GI product registration, so as to allow mutual recognition and registration of GI products in the four countries

## Output 3. GI promotion & communication

Activities within this output have as main objectives to create opportunities for GI private stake-holders to establish or strengthen their position in the local, national and regional markets attracting competences, seeking benefits from economy of scale and maximising GI products valorisation through the enhancement of collective regional action for GI promotion and protection.

- They should be implemented at national level to support value chain capacity building on marketing strategies and to **enhance economic partnerships between producers and buyers**, and at regional level to benefit from economies of scale (certification, promotion).
- A key aspect in this output will be to promote **sustainable & strategic, and cost efficient activities** and therefore avoid costly and isolated event.



## Output 3. GI promotion & communication

- [Cluster 1: Markets studies and sales strategies](#)
- **3 levels of markets research** will be conducted, at **national, regional** and **international** levels (transversal or by GI priority products), to **establish sales strategies** (identification of potential target markets, local/regional/international markets characterization)
- **In addition**, in each country, **a study** will be conducted to list and **identify entry points of potential national and local partners** which are or could be interested by the GI development and origin linked products at various levels (Public policy, NGO, Export promotion, fair trade, etc.), identify possible need for further GI information and investigate available resources to support the GI development. This could allow to **identify potential partnerships locally** (city office, provincial authorities, etc.), nationally (Trade Promotion office, tourism office, etc.) or **regionally** (ASEAN, DPs, etc.) allowing for the possible **elaboration of GI national/regional product promotion/communication strategies** accordingly.

# Output 3. GI promotion & communication

## Cluster 2: Support to communication tools and initiatives

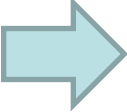
➤ To **promote the visibility of GIs** locally, regionally and internationally, the Project intends to develop activities to promote **GI as an important marketing tool for regional products and tourism**. The project will support the organisation of a regional networking of GI stakeholders in and outside ASEAN (in particular on-line) to share experience/best practices on GI promotion and protection through a **regional on-line network** (part of website)

➤ In addition to capacity building and dedicated supports to be provided to GI stake-holders as mentioned above, **creating better awareness of GI concept, GI products and project's activities will also build to the output 3 targets.**

### •Goals

- *“To create awareness and understanding of GI (and the Project) : its rationale, activities and achievements”*
- *“To foster increased communication amongst stakeholders regarding key GI related issues*
- *“To enhance availability of, and access to, key GI related information”*
- *“To create resources to support communications and promotion actions”*

## Output 3. GI promotion & communication

Resource limitations,  to **be selective** in the range of actions.

First priority should be ‘bread and butter’ actions to promote GI understanding, awareness and GI dynamism and exchange in the region.

- promoting the GI concept, GI products and possible participation to broader events, networking, etc.

It is suggested that the Project does **not proactively seek to target the general but rather specific target groups** to play an essential role in the fulfillment of the Project outputs (*ex: traders, civil society, trade promotion, tourism agencies, DPs, etc.*).

- Communication activities on GI should **not be restricted to the IP environment** as it has long been the case but integrate itself as **part of larger topics** (*food promotion, handicraft and tourism development, trade programs, rural development, consumer protection, National branding, etc.*) and therefore **attract additional visibility and potential partnerships**. The general public would however be the indirect recipient of information and messages through social media instrument used by the Project while also being able to access Project-related information through the website.

•Emphasis should be placed upon **electronic/social media rather than paper productions** while there should also be an **increase in the volume of materials available in local languages**. The execution of these actions will be linked to the ability of the project staff and stakeholders to commit sufficient time as well as support from external contractors.

•The Project should also be willing to **provide support or contribute to the activities of other partners** (e.g. EU Delegations, AFD, FAO, PNCs, etc.) should they be carrying out activities that may feature a GI related or linked element aimed at the wider public

## Output 3. GI promotion & communication

- Number of **permanent activities will constitute the foundation of the communication activities** for the duration of the Project.

These will mainly comprise: promoting awareness of GI events and achievements (Facebook, press releases/media actions) and the website. These activities will be conducted in synergies with other outputs (in particular 1 and 5).

- Although certain printed materials could be used in very specific cases the **use of electronic media and website** will ensure faster and wider dissemination of information, be less time consuming to produce and manage, be more cost effective, as well as allow for more flexibility, easier evaluation and efficient feedback.
- Emphasis should be placed on **developing and leveraging partnerships** to seek a multiplier effect (e.g trade associations) or help disseminate or incorporate GI-related messages through other events (donors).
- **Certain key materials should be translated into local language**:. Translation is expensive and production of materials in various languages causes a wide range of difficulties (e.g. proof reading). Although it would be unfeasible to localize all material it is suggested that certain key communications elements are translated. These could include key elements of the website. All PNC should first be consulted to confirm their language requirements and could also be surveyed as to their capacity to provide translation assistance if needed.
- **Create two-way flow of information**: between key elements of the Project as well as key external partners in order to be aware of activities and achievements they have carried out and maximize visibility potential.



## Output 3. GI promotion & communication

Activities to be supported by the Project include:

➤ **ASIA GI Facebook page**: to act as an **open and active window for information and dialogue about GI** in the region.

The Facebook page can be used to provide updates about upcoming events, give notification of new material available on the website and also help disseminate wider information about GI developments and products in the beneficiary countries and other relevant countries (ASEAN, EU, etc.). It should have no limitations on who should join (basically open to anyone who is interested). The Facebook page should be advertised in the website. Requests can also be made to PNCs, the FAO, the AFD and other stakeholders to carry a link on their sites or to include in any relevant materials. The primary language used will be English. The page should be updated at least once a week. (but Facebook format will easily allow for interaction in other languages)

➤ **GI website** : The website design under output 1, will also play a major contribution in the implementation of this output providing in particular through a dedicated section **GI information** (general information and material generated, collected by the Project), **GI promotional content** (*including Success stories, Case studies/testimonials from people/organizations/companies who/which have benefited from the project, ASIA GI Ambassador Initiative*) with a **Regional GI interactive map**, as well as contact and opportunities for **B2B exchange for GI stake-holders**

•The Website will also be referred to as an entry point when communicating about the Project and to avoid the use of hardcopies brochures of the project leaflet or supporting documents which should mostly made only available in soft copy (Acrobat format) to ease duplication, monitoring and update and reduce printing costs.

•The website will also represent the central point of the **visibility of GI development in Asia** and an **entry point for policy makers, GI stake-holders, trader, GI consumers as well as other DPs** .


## Output 3. GI promotion & communication

Activities to be supported by the Project include:

➤ **Media relations** : Media can play an **important role in disseminating information and creating awareness about the GI concept, GI products** , Project activities and achievements. In addition to media activities that take place around events/activities, other media actions should take place.

-**key media contacts** need to be proactively maintained in the various Beneficiary countries and be identified through the FAO, AFD or national counterparts as having specific/or potential interest in GI issues. They may include specialized IP reporters, business section editors and representatives of international media organizations.


-**Press trips** could be considered when there is a suitable story opportunity in particular linked to GI pilot` products. This will depend upon activities and outputs from the work plan. Liaison again needs to take place with the FAO, AFD, PNCs and DPs as to possibilities. Clear benefits/results that can be packaged as a story with a definite news or human interest angle may be identified. It should be recognized that the media interest will lie in the outcomes (new GIs, etc) rather than the mechanism (Project structure) itself. Depending on the country/situation press trips can comprise either a group or single journalist.

 -It is important that the Project Management and partners **remain alert to possible media opportunities** that may arise.


These may include milestones reached (ex: Launching of ASIA GI Ambassador initiative), new GI developments, registration of national GIs abroad, etc. The possible interest to both the local and international media should be considered accordingly. Media training on GI related issues would be beneficial in most Beneficiary countries. A small press kit on GI for journalist could be prepared.

Each possibility should therefore be assessed on its merits and in relation to other commitments and plans.

## Output 3. GI promotion & communication

- **Success stories / testimonials:** Important to communicate on success achieved through GI development through the words and stories of those who have participated in the Project or benefited from it
  - Ex: GI producer which has benefited from GI development, a community that has benefited from GIs, a foreign company ,etc.  available on the website and promoted via Facebook, You tube.

In addition to providing a human face to the Project's actions the stories should also act as encouragement to other similar stakeholders to see how they can benefit from project activities and GI development in general.

Subjects for success stories should be discussed within the Project as well as with PNCs, NCs and SC and other stakeholders. In the early stages of the project there will be less success stories or achievements to document however testimonials could still be prepared from ASIA GI Ambassadors and through DPs.
  
- The Project will launch the “**ASIA GI Ambassador initiative**” and support its development during the Project to **identify high Profile/popular companies, individuals ready on a voluntary basis to promote the concept of GI** and linked values (quality, promotion of better food, local wisdom, bio-diversity, cultural heritage, etc.).  
asing the profile of GI protection and value added perception from the public but also the value-chain actors. Potential candidate identified with the support of Project partners in each country and be promoted through social media and/or promotion through Project, partners or DPs linked events.





## Output 3. GI promotion & communication

- **Photograph database:** A collection of photographs will help illustrate the theme of GI. Photographs should be collected from all Project events. It is also suggested to create a small collection of images illustrating the GI theme. These could be of various GI related subjects and environments. These images can be used to illustrate the website and other productions. They can also be provided to the media should they be covering a Project event and will have far more impact than seminar type images.
- **VIDEOS.** In addition, concrete communication material such as a video about Beneficiary countries GI products to show to consumers and stakeholders what is a GI product (specific quality, link to a territory and traditions, collective approach, territory and official recognition and guarantees provided by the State and through certification and official logos). The film could be shot during the project activities (in the four countries, training in the field, field visits, interviews with officials, experts and consumers during fairs, etc.).
- **A GI promotion video contest** will be supported: contestants will be able to produce short films to promote GI nationally and Regionally. A price will be allocated to the best videos. ToR of the contest and profile of participants will be discussed between PSC members

## Output 3. GI promotion & communication

### Cluster 3/ Training on market approach and support of marketing/promotion activities

- In liaison with the result of output 2, and the outcome of market surveys, **training materials** will be designed to provide **trainings to producers' organisation and value chain actors on GI products promotion and visibility issues** (contracting, market development, commercialization, promotion and communication activities and support for the elaboration of adequate marketing strategies. These training programmes will be **organized for producer organizations and other value chain actors locally in local language.**
- Support to be given to Beneficiary authorities in organising **GI awareness event, "GI week"** where GI will be provided in the media (article, website, etc. ) and locally with possibility to visit the GIs, possible partnership with local stores and restaurant to propose GI products from the region or abroad, etc.
- The project will facilitate the **participation of Beneficiary countries GIs certified ISO 17065 in an international Business fair/event in 2016** (tentatively ThaiFex in Thailand), in coordination with other DPs and Beneficiary countries relevant agencies

# Component 3

## **COMPONENT 3: Assuring national and regional project coordination**

- **Output 5. Support to Project Management and national/regional coordination**

### Cluster 1/ Technical Support –coordination –Project management

The Project management will contribute to :

- technical input for the organisation of regional events, including seminars, workshops and, to foster regional dialogue on GI integration and harmonisation among stakeholders (national and regional institutions, private sector, etc.), as well as regarding other activities of the Project.
- Facilitate the organisation of regular consultations with DPs on the implementation of the AWP, setting up and updating the monitoring systems on GI developments.
- Support the promotion and animation of the GI website and other communication tools implemented as part of the output 1 and 3.
- In order to boost the awareness of the Project and to reinforce its image as a credible voice on GI issues in the region Project Management should be able to participate in various external events.
  - External events could vary from third-party activities in Beneficiary countries (such as trade events, IP days etc.) to international donor conferences.
  - International conferences would be an important way to share the project approach, challenges and achievements with DPs. This could also help foster a south-south dialogue. Invitations should also be assessed on a case by case basis. Event in the region should be prioritized as well as funding co-funding by the host.



## **COMPONENT 3: Assuring national and regional project coordination**

### **Output 5. Support to Project Management and national/regional coordination**

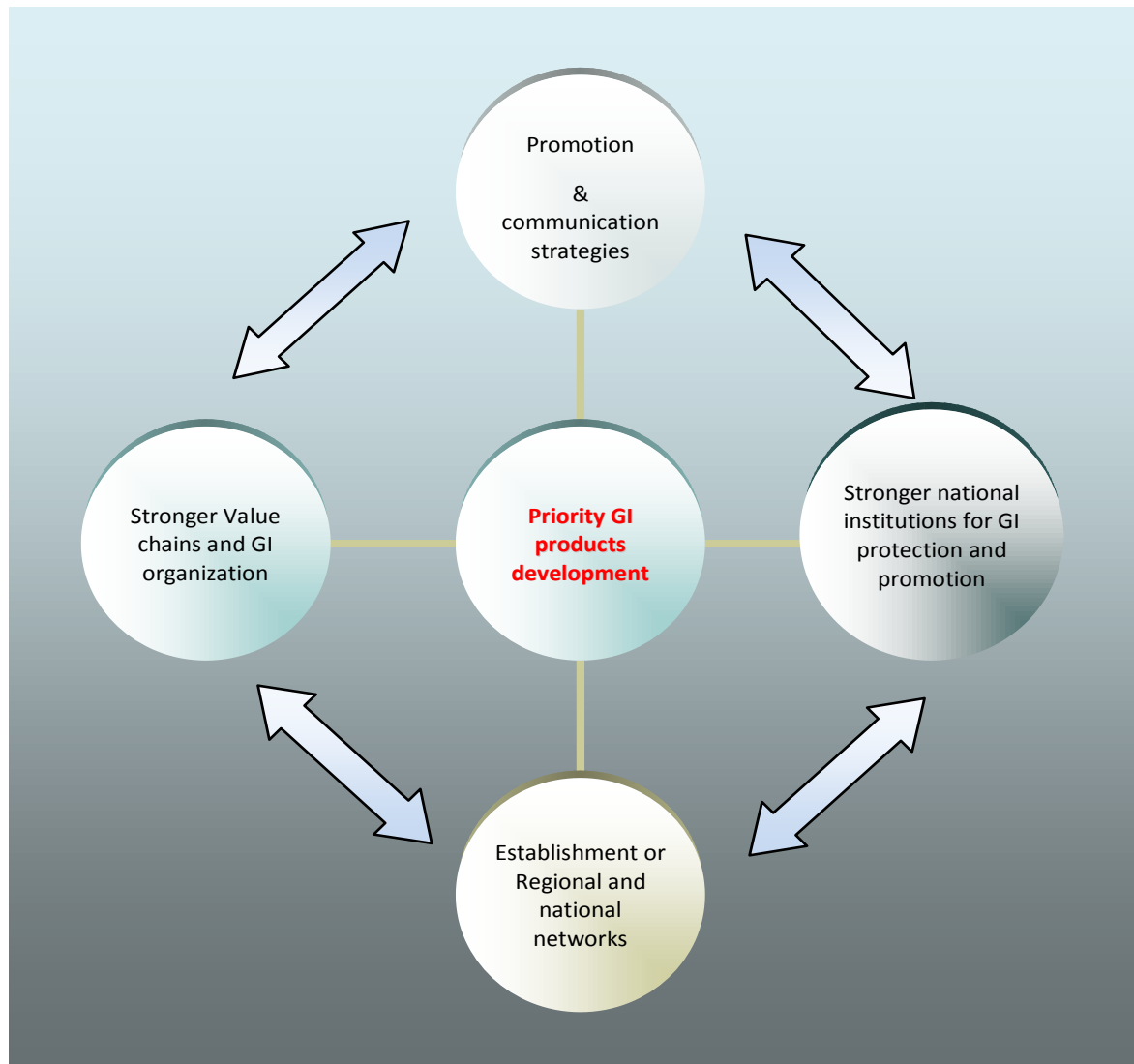
#### Cluster 3/ National coordination

The Project will support for the regular organisation of NC meetings in each Beneficiary country to maintain consultation and networking nationally. In addition in some country, this first level of national dialogue on GI could later be formalised to become a National GI committee or Board. For cost efficiency but also sustainability, the NCs should be hosted by the PNCs or other NCs members. Finally, it should be advisable to organise each NC in conjunction with another event or mission of the PC in the country.

# **Component 2**

## **National Support**

## Output 4. Strengthened value chains and GI organization capable of setting up and managing their GI products



## **Output 4. Strengthened value chains and GI organization capable of setting up and managing their GI products**

Depending on the situation, **GI product development requires various types of support:**

- As a result of former TA projects, some GI organizations already received support to become autonomous on legislative and administrative aspects and what would be decisive for GI success is **building capacities on value chain development, marketing and raising awareness of target consumers**
- In other cases, the GI has been recognized but the **producers need to be trained on GI concepts and management and their organization** to be established, with administrative and legal support;
- Some countries could decide to support GI products to be developed: some products could require some support for improving their generic quality (food safety aspects for example) or for their qualification;
- Finally some country will need some extra attention to **strengthen their national GI system** (legislation, inter-agency cooperation, etc.) and therefore allow for the National GIs to be able to benefit for value-added benefits .

## **Output 4. Strengthened value chains and GI organization capable of setting up and managing their GI products**

4 clusters of activities will therefore be supported through this output:

- Cluster 1/** Technical assistance (advice, training) for existing GI organizations (producers' organization, inter-professional associations, public-private networks) in particular to improve their management, internal control systems and external control contracts.
- Cluster 2/** Technical assistance for new GI organizations to be created, organized and become operational.
- Cluster 3/** Support for GI product development and marketing (specific quality definition, meeting generic quality requirements, introduction of new technologies to solve environmental issues, packaging, and establishment of transport modalities, market matching, etc.).
- Cluster 4/** Indirect support to GI organisations through strengthening of the GI national system and understanding of GI concept (finalisation of national legislations and administrative procedures, seminar, translation of documents, development of GI national labels, etc.)



## **For more information:**

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***[As from January 2015, consult : www.GI-Asia.org](http://www.GI-Asia.org)***

**Thank you**

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