



International  
Trade  
Centre

EXPORT IMPACT  
FOR GOOD

## Geographical Indications: An approach toward progress and development

# ITC technical assistance services on Geographical Indications

A presentation from the International Trade Centre (ITC)  
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# An approach towards sustainable development of exporting communities

- Purpose of GIs: maximize the added value of exports for the benefit of rural communities identified within a specific territory.
- GIs foster economic concentration and integration of smallholder producers with high potential in terms of income distribution.
- They are a powerful differentiation factor for products in national and international markets, and can provide a competitive advantage.



# Stronger, better structured and more business agile producer communities

Successful GIs require strongly organized producer groups at the local level with solid and recognized legal structures.

GIs are a long-term development tool for producers, which preserves local customs and cultural values, including environmental considerations.



# ITC support for GIs: upstream intervention

**1° Identify the link between quality and *terroir*.** How unique/specific is the product? Are its features distinguishable from other similar products? Are such unique product attributes lying on territorial specificities or the soil?

**2° Reinforce smallholders producer organizations:**

Efficiency of GI management relies on the identification and the cooperation of communities in charge of rights and duties specific to GIs, over the long term.





# ITC support for GIs: upstream intervention

## 3° Establish product specifications

Specifications define the features of the product, the conditions of its production and the geographical boundaries. They have to be validated by all stakeholders, including public authorities.

## 4° Secure the economic viability:

Ensure that investments (financial and in kind) can be supported by commercial opportunities in added value market niches that offer high returns.



# ITC upstream interventions for GIs:

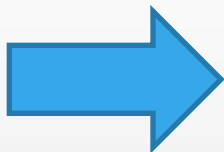
- Create and/or structure market oriented producer organizations towards horizontal cooperation and clusters in the set-up of GIs.
- Strengthen managerial, contractual and access to finance capacities for producer groups, including investment and export-led arrangements.
- Foster an incentive and protective regulatory framework for GIs.



# GIs are powerful «Identity Markers» designed to create and preserve value at source...

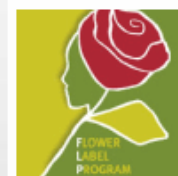
## - Differentiation to:

- create tangible value
- Secure superior value creation at source in region / country



GI

# GIs are NOT the only «Identity Markers»...





# Protect Origins...

いろいろあるけど、  
負けないでね。

Happy Ghana to you.

GHANA  
MILK CHOCOLATE  
Ghana  
カカオ豆の味をそのままに  
カカオ豆の味をそのままに





# Avoid confusions...



# What are ITC's lessons learned up-stream?

## Four key success factors upstream:

- 1- Strong organizational and institutional structures to monitor, market and protect GIs.
- 2- Equitable, value driven participation among producers and enterprises in a GI region.
- 3- Long term approach to in promotion and commercialization of GIs.
- 4- Effective legal protection with a solid national regulatory framework protecting GIs.



# How ITC helps GIs downstream

1. Understand the Export Opportunity potential of GIs as sustainable value enhancer.
2. Clarify the positioning of GIs amongst other Identity markers (trade marks, labels, etc.)
3. Develop long term export marketing strategies and plans for GI producers.





# How ITC helps GIs downstream

4. Engage with a strong Public-Private sector dialogue
5. Organize a Market driven export Value Chain
6. Train producer groups for export readiness and help them link to relevant Export Value Chains

*In close collaboration with key partners: governments, institutions, donors and sister organizations (WIPO, FAO, UNIDO, ...)*



Create GIs: YES  
Create Value: YES



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