

Speaker:

Mr. Ekkamon Hutasingh, President of Thai Italian Chamber of Commerce

Wednesday, 6th October 2010

Four Seasons Hotel, Bangkok



FINAL SEMINAR

Pro-GIs: Intellectual Property Right extension & Geographical Indications
protection for the benefit of EU-Thai trade



A project co-financed by Thailand EC Cooperation Facility



PRO-GIS PARTNERSHIP

Applicants:

European partner:

Bioagricoop srl



NO-PROFIT ORGANIZATION FOR INTERNATIONAL CO-OPERATION IN
BIO-ORGANIC AGRICULTURE AND SUSTAINABLE DEVELOPEMENT



Thailand:

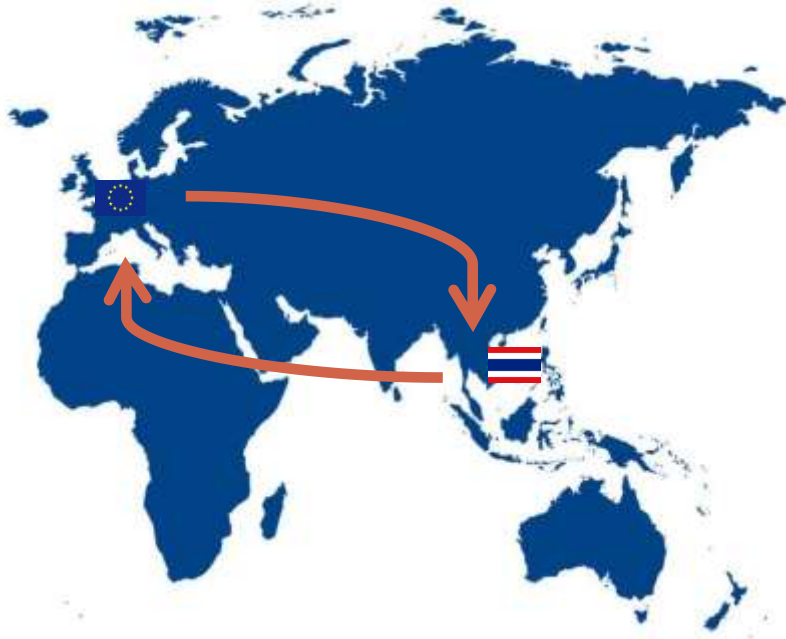
**Thai Italian Chamber
of Commerce (TICC)**





THAILAND-EC CO-OPERATION FACILITY

This is an initiative of the European Commission (EC)



The aim is to strengthen and diversify the relationship between the European Community and Thailand in order to support Thailand in furthering sustainable economic and social development and its integration into the world economy.



PRO-GIS OBJECTIVES

× *Overall objective(s)*

- To contribute to strengthen GIs food trade flows between EU and Thailand

× *Specific objective*

- Improved protection (according to EC Reg. 510/2006) and increase value (through the use of EU logo) of Thai GIs.



PROJECT STRUCTURE

	EXPECTED RESULTS		ACTIVITIES
1	Circulation of best practices on the process to register Thai GIs in EU take place	1.1	<i>Kick off meeting</i>
		1.2	<i>Intermediate meeting</i>
		1.3	<i>Final Meeting</i>
2	Case studies displaying how Thai GIs may extend their protection in EU market are available	2.1	<i>Thai GIs lodgers training and follow up</i>
		2.2	<i>Preparation and follow up of Thai GIs application to EU</i>
3	Characteristics and figures of GIs market in EU are easy available for Thai GIs lodgers	3.1	<i>Study draw up: Preliminary assessment of Thai GIs market potential in EU</i>



TIME FRAME

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S
1.1	█	█																							
2.1		█	█	█	█	█																			
2.2						█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
1.2												█	█												
3.1														█	█	█	█	█	█	█	█	█	█	█	█
1.3																									█

The project had 2 extensions during the second year

- **1st**: to finalize certification activities and extend project study scope at the same cost (no budget increase has been asked to implement the study)
- **2nd**: because of Thai political problems occurred during March- May 2010 (impact on the organisation of the final seminar, communication within and outside project partnership and other technical delay on project activities)



1 CIRCULATION OF BEST PRACTICES ON THE PROCESS TO REGISTER THAI GIS IN EU TAKE PLACE

- × **1.1: Organize and implement the kick off meeting: operators oriented discussion for the improvement of Thai GIs market performances**

Saturday 19th September 2008 at Impact. The main topics of the discussion were:

 - + Intellectual Property Rights (IPRs) and(GIs)
 - + Main affinities and difference between EU and Thai systems

- × **1.2 Organize and implement the intermediate meeting: “From Field to Folks”, experience learned in the process to register Thai GIs in EU**

Friday 6th November 2009 at Swissotel Nailert Park. A total of 94 people attended. The event was an extension platform to transmit project results. During the meeting:

 - × creation of pre-conditions
 - × manual for the internal control procedures and control plans

- × **1.3 Organize and implement the final meeting: Celebrating the new Thai GIs registered in EU, enlarging EU market visibility in Thailand and making the point for a wider project overall objective achievements**

The meeting aims at celebrating Thai GIs registered in EU. There will be presented characteristics and figures of GIs market in EU and around 100 CDs will be distributed to the participants. It will be an occasion for the inclusion of SILK and Fabric in EC Reg annex II.



2 CASE STUDIES DISPLAYING HOW THAI GIS MAY EXTEND THEIR PROTECTION IN EU MARKET

- × 2.1 Organize and implement the Thai GIs lodgers training and follow up &
- × 2.2 Preparation and follow up of Thai GIs application to EU

Aimed:

- × transfer to Thai GIs lodgers the principles of EC Regulation 510/2006
- × assist them in implementing internal control procedures and control plans (first step to be registered in EU)

A training and a follow up was guaranteed to GIs lodgers to implement control plans/internal control procedures

The regular implementation of this activity made possible to reach a higher number of operators than those expected: 814 compared with 500 expected



3 CHARACTERISTICS AND FIGURES OF GIS MARKET IN EU ARE EASY AVAILABLE FOR THAI GIS LODGERS

× 3.1 Study draw up: Preliminary assessment of Thai GIs market potential in EU

The study activity produced a benchmark analysis of the EU GIs market with special focus on market potential for Thai GIs. The market trend was studied through literature review, data survey, and stakeholder interview in order to produce a Thai operators oriented information handbook.

Contents:

- × IPR issues and figures of GIs
- × List of Thai GIs registered in EU and potential Thai GIs to be protected
- × products characteristics and labels used (use of EU logos?)
- × EU GIs production figure and share
- × economic performances
- × market distribution channels in EU
- × value of EU GIs domestic market,
- × export and import
- × profile of European GIs consumers

The study is published on CD support and on the web site www.progis.info



STAKEHOLDERS: TARGET GROUPS

1. *All Thai GIs lodgers* already registered in Thailand (currently 18 organisations).
2. *Department of Intellectual Property (DIP)*, Ministry of Commerce (MOC)



STAKEHOLDERS: BENEFICIARIES

3. *Other governmental stakeholders: (DEP) (QSIS)*
4. *ECAP II, ECAP III and European Patent Office*
5. *Other local stakeholders*
6. *Representative of European Institutions*
7. *All farmers belonging to Thai registered GIs*
8. *New potential Thai GIs lodgers and farmers*
9. *Consumers in EU and Thailand*



ACHIEVEMENT AND BENEFITS

Thanks to this project the Thai Italian Chamber of Commerce has:

- × Improved own relations with the EC delegation and Thai department of Intellectual Property*
- × Straighten know how about registration & certification of GI products in Thailand and Europe*
- × Enlarged an extensive network of partners throughout Europe*
- × Increased own connections in Thailand with the local consumer associations*
- × Achieved an extensive experience with European projects*
- × Been in touch with several Thai and European companies*





THANKS FOR YOUR KIND ATTENTION

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www.progis.info

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