



FINAL SEMINAR

Pro-GIs: Outlook on project impact and overview of GIs development in Thailand





FOREWORDS (1)

- × During last 25 months PRo-GIs project contributes to the development of GIs in Thailand, by:
 - + Improving their protection and increasing their value in domestic as well as international markets
 - + Increasing the availability of information for mutual benefit of EU and Thai GIs stakeholders
 - + Working in network with GIs stakeholders (public sector, private association, other EC funded projects) in Thailand and pulling together resources to achieve common goals



FOREWORDS (2)

- ✘ Outstanding achievements in developing GIs in Thailand. These have been made possible thanks to the strong commitment of various parties who have contributed to the success of the project. These include:
 - + EU Delegation to Thailand
 - + Department of Intellectual Property, Ministry of Commerce (DIP)
 - + The ASEAN Project on the Protection of Intellectual Property Rights (ECAP III) and former ECAP II



FOREWORDS (3)

- + GIs lodgers, producers, farmers, involved and committed in the process of qualifying their productions



The advances, which will be discussed further, are the result of the interaction and coordinated efforts of stakeholders mentioned above.



IMPLEMENTATION PERIOD & MILESTONES

Year	2008	2009	2010
Months	Sep-Dec	Jan-Dec	Jan-Oct
Project meetings	open - Kick of m. 8 Sep. 2008	- Thai GIs lodgers Training, 10 March 2009 - Intermediate m., 6 Nov. 2009	Final m. 6 Oct. 2010 (official closing date on 7 Oct. 2010)
Milestones	Activate fruitful and solid collaboration with Stakeholders including, EU Delegation, DIP, Future ECAP III, QSDS, GIs Lodgers	-Strengthen /set up producers associations (GIs lodgers) -Set up and implement internal control procedure - External certification on Thai GIs	-Thai GIs Application to EC Reg 510/2006 - Available information on EU and Thai GIs systems and EU gatekeepers' perceptions (market study) - Transfer the project best practices to new projects (sustainability) -Project visibility and participation



STATE OF THE ART OF THAI GIS AS IT WAS ON 8 SEPTEMBER 2008:



GI REGISTERED PRODUCTS IN THAILAND BY YEAR AND COUNTRY OF ORIGIN

Year	2005	2006	2007	2008	Total
Country of origin					
Thailand	2	10	6	1	19
Europe	0	1	2	0	3
Other countries	1	0	0	0	1
Total	3	11	8	1	23



LIST OF THAI GIS SUBJECT TO THIRD PARTY INSPECTION AND CONTROL SYSTEM IN 2008

GI product	Start control	Certification Body	Certification supported by
Tung Kula Rong-Hai Thai Hom Mali Rice	April 2008	Bioagricert, Co., Ltd	DIP
Chiangrai Phulae Pineapple	April 2008	Bioagricert, Co., Ltd	DIP
Phurue Plateau Wine	April 2008	Bioagricert, Co., Ltd	DIP
Doi Chaang Coffee	April 2008	Bioagricert, Co., Ltd	Private funds



NO THAI GI PRODUCTS SUBMITTED TO EC FOR REGISTRATION UNDER EC REG. 510/2006



- ✘ At that time there were not yet applications submitted to EC Regulation



VERY WEAK PRODUCERS ASSOCIATION

- × Due to the nature of GIs development in Thailand (Thai Public authorities have played a central role in GIs development demanding local government to act as engine for local product development), very few GIs products were managed by real producers association, even their existence were limited to a few cases.

ABSENCE OF VERY LIMITED CAPACITY TO IMPLEMENT ICP

- ✘ Out of several Thai GIs products registered in Thailand (and some under third party control) only very few GIs lodgers were implementing ICP.





NO FORMAL STUDIES COMPARING EU AND THAI SYSTEMS FOR GI PROTECTION AND PROMOTION NO FORMAL RESEARCH ON EU GATEKEEPERS' PERCEPTION TOWARDS THAI GIS PRODUCTS

- × There was simply no easy available information on the issues and no research was available on the topic.



CURRENT STATUS ON THAI GIS AS IT IS ON 6 OCTOBER 2010:



GI REGISTERED PRODUCTS IN THAILAND BY YEAR AND COUNTRY OF ORIGIN

Year	Total at 2008	2009 & 2010*	Total at 30 June, 2010
Country of origin			
Thailand	19	10	29
Europe	3	2	5
Other countries	1	0	1
Total number of registrations	23	12	35



LIST OF THAI GIS SUBJECT TO THIRD PARTY INSPECTION AND CONTROL SYSTEM IN 2010

GI product	Start control	Certification Body	Certification supported by
Tung Kula Rong-Hai Thai Hom Mali Rice	April 2008	Bioagricert, Co., Ltd	DIP
Phurue Plateau Wine	April 2008	Bioagricert, Co., Ltd	DIP
Doi Chaang Coffee	April 2008	Bioagricert, Co., Ltd	Private funds
Chiangrai Phulae Pineapple	Nov 2009	Bioagricert, Co., Ltd	Re-funded under PPro_Gis (first certification failed)
Surin Hom Mali Rice	Nov 2009	Bioagricert, Co., Ltd	PPro_GIs project
Phetchabun Sweet Tamarine	(?)Dec 2009	SGS (Thailand) Co., Ltd.	DIP
Doi Tung Coffee	Dec 2009	Bioagricert, Co., Ltd	DIP
Chinat Khaotangkwa Pomelo	Jan 2010	SGS (Thailand) Co., Ltd.	DIP
Nakornchaisri Pomelo	Jan 2010	Bioagricert, Co., Ltd	DIP
Phuket Pineapple	Sept 2010	Bioagricert, Co., Ltd	PPro_GIs project



THREE PRODUCTS SUBMITTED TO EU REGISTRATION

Thai GIs name	Type of products; PDO/PGI	Date submission/ publication	Status
Doi Chaang coffee,	Class 1.8. other products of Annex I of the Treaty (spices etc.) PGI	27/05/2010	Applied
Doi Tung coffee	Class 1.8. other products of Annex I of the Treaty (spices etc.) PGI	27/05/2010	Applied
Khao Hom Mali Thung Kula Rong- Hai rice	Class 1.6. Fruit, vegetables and cereals fresh or processed; PGI	20/11/2008 29/06/2010	Under publication



PRODUCERS ASSOCIATION STRENGTHENED/CREATED

- × **Several producers associations have been created:**
 - + Muang Chiangrai Pineapple Grower Small & Micro Community Enterprise
 - + Nakornchaisri Pomelo Small & Micro Community Enterprise
 - + Phuket Pineapple Growers Small & Micro Community Enterprise

- × **Some other are in the process:**
 - + Surin Hom Mali rice
 - + Tung Kula Rong-Hai Thai Hom Mali Rice



ALMOST ALL THE GIS LODGERS ARE IMPLEMENTING ICS

- × In some cases, there still exists a difference between the GI applicant in Thailand and the organization which is in charge of ICS. This is a natural process which aims at transferring the products control from public authorities to private producers organizations



STUDY AND RESEARCH

FORMAL STUDY AND RESEARCH ON EU AND THAI GI SYSTEMS AND OVERVIEW OF EU GATEKEEPERS' PERCEPTIONS TOWARDS THAI GI FRUIT AND COFFEE PRODUCTS, ARE NOW AVAILABLE (CD AND FREE INTERNET DOWNLOAD)

www.progis.info

2010

This report was written as part of the project:
**PRO-GIs: Intellectual Property Right extension
& Geographical Indication protection
for the benefit of EU-Thai trade.**

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Geographical Indications :

Outlook on the European and Thai systems and overview of EU gatekeepers' perceptions towards GI fruit and coffee products proceeding from Thailand

Project Partners :



Thai Italian Chamber of Commerce (Thailand)



Bioagricoop Srl (Italy)

In collaboration with:

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LOOKING AT THE FUTURE

- × GIs are not exclusively trade or legal tools to protect products or penetrate markets
- × To quote Giovannucci et al. 2009 *“They exist in a broader context as an integral form of rural development that can powerfully advance commercial and economic interests while fostering local values such as environmental stewardship, culture and tradition”*.
- × In the near future we expect that Thailand-based initiatives to link GIs with rural development and sustainable tourism, will be implemented for a wider and equitable impact on Thai society



LOOKING AT THE FUTURE (2)

- × Pro_GIs, will be officially closed on 7 October 2010
- × Beside this, there are several other initiatives aiming to guarantee further GIs development:
 - + ECAP III, will deal with IP and GIs for the next years at ASEAN level
 - + ADF (French Agency for Development), is going to launch a project implemented by FAO (targeting several ASEAN countries)
 - + DIP is still committed to Thai GIs development for the next years together with producers associations and GIs lodgers
 - + Bioagricoop, together with TICC and FTCC, is going to launch a new Thai based project on the adoption of EC voluntary and regulated requirement including GIs in food and non food sector in early 2011



THERE ARE GOOD HOPES

Thank you for your attention

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