



Strengthening Geographical Indications

Panel 3: “The Global Dimension of GIs”

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Notre territoire comprend

17 Etats membres

(Afrique centrale,
Afrique de l'Ouest
et Océan Indien)

Bénin, Burkina Faso, Cameroun, Centrafrique, Comores, Congo, Côte d'Ivoire, Gabon, Guinée, Guinée-Bissau, Guinée Equatoriale, Mali, Mauritanie, Niger, Sénégal, Tchad et Togo.

Characteristics of the OAPI system

- Uniform Law ;
- Common Office for the 17 Member States ;
- Centralized procedures ;
- Competence of Courts in Member States in resolving disputes.

GEOGRAPHIC COVERAGE



- An area of 7. 880 251 km²
- A potential of **185 millions** of consumers with rich products



OAPI VISION

- ▶ **A MODERN AND EFFICIENT INTELLECTUAL PROPERTY OFFICE AT THE SERVICE OF THE DEVELOPMENT OF MEMBER STATES**



« Strategic plan 2018-2022 ». Promote the strategic use of Intellectual Property , especially through geographical indication

2013



4 registered Products

- Penja Pepper
- OKU White honey
- Zياما Macenta Coffee
- Pinapple « Ananas pain de Sucre »

PAMPIG 2008-2014; 2017-2021




4 Products in registration process

- Echalotte de Biandagara
- Oignon violet de Galmi
- Kilichi
- Chapeau de Sapone

5 Products under technical study for registration

- Pinapple « Baronne de Guinée »
- Cacao Rouge du Cameroun
- Gari Sohoui de Savalou
- Pagne Baoulé
- Attieké des Lagunes

Support Given by OAPI for the development of GI in member states



Support study to
formulate GI
technical
documents

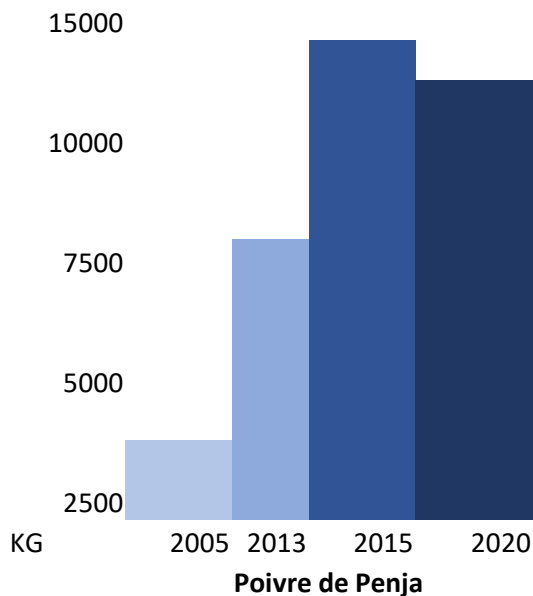
Capacity
building for
producers and
stakeholders

Promotion of
geographical
indications

Support for the
sustainability of
product chains

IMPACT OF GI REGISTERED (social, economic)

Penja pepper



Poivre vert



Poivre noir



Poivre blanc

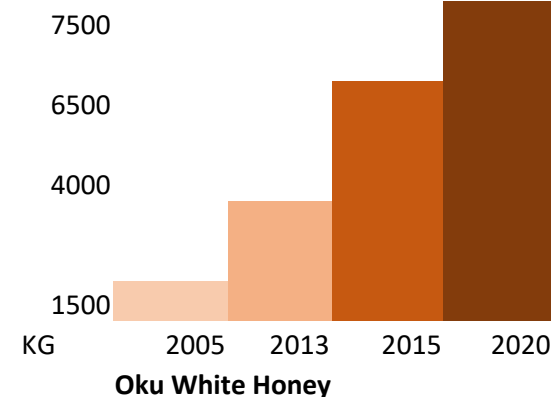


Poivre rouge

- Price increase of nearly 86% in the production area;
- Incomes increased for farmers, around 25 to 50 new hectares are of penja pepper are planted each year;
- Jobs were created . Around 1500 people;
- More markets for Penja Pepper in Europe and Africa;
- A registration file in process in EU.

IMPACT OF GI REGISTERED

OKU WHITE HONEY



- Price increase of nearly 75% in the production area;
- Incomes increased for bee farmers;
- The product is twice more expensive in supermarket than in production area;
- The demand is higher than the offer available.

Challenges face by GI groups



Leadership and animation of the group



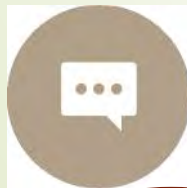
The monitoring of the control (internal and external) for compliance with the specifications



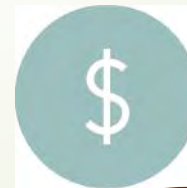
Finding and retaining committed members in the process



The fight against counterfeiting



Marketing and promotion of the product



A sustainable budget

Human
ressources

Financial
Ressources



Lessons learn for a successful GI

- A product which quality and specificities are known and appreciated by the consumers;
- The technical Specifications of the GI, drawn up in a participatory and structured manner with an operational control plan;
- A Strong GI group with a dynamic leader and animator (integrating actors of the value chain, to allow better remuneration for producers);
- A dynamic branding, marketing and defense strategy;
- A realistic economic model for the GI group;
- The support of public authorities



Depuis plus de 50 ans

L'Organisation Africaine de la Propriété Intellectuelle
Apporte son soutien et son expertise aux acteurs économiques

Dans ses 17 Etats membres

www.oapi.int



**THANK YOU FOR YOUR KIND
ATTENTION!**