

The global dimension of GIs – Project-based approach - How the EUIPO supports EU Policies in external actions

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The European Union and the Geographical Indications (GIs)

“Strengthen the system of geographical indications across the world”

Multilateral and bilateral agreements

Non-agricultural products

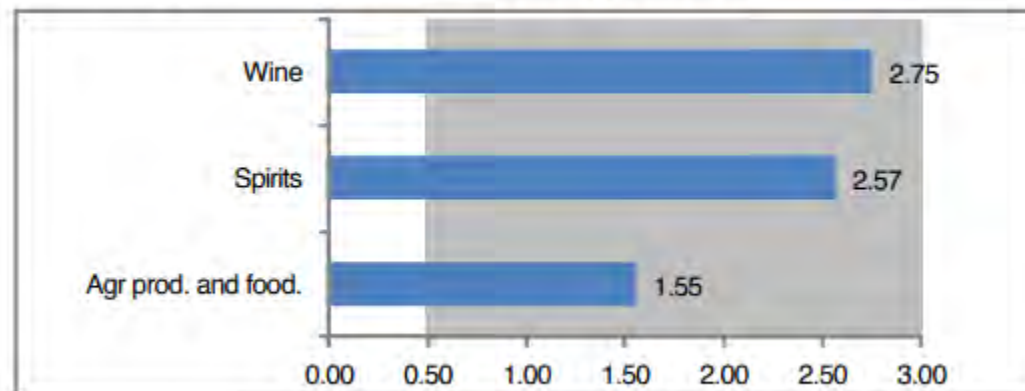
The European Union and the Geographical Indications (GIs)



Price up to 2.14 times higher



Value premium rate in the EU27 by scheme



The EUIPO support - Objective

The EUIPO works closely with the European Commission to:

- i) promote robust IP systems in non-EU countries,**
- ii) facilitate FTA negotiations and;**
- iii) level the playing field for EU businesses**

- The EUIPO implements EU-funded Projects: 11 since 2012
- The EUIPO co-funds (approx. 15% of overall project budget)
- Different Funding Instruments (PI, EDF, DCI, ENI): Partnership, Development Cooperation, Neighbourhood, European Development Funds, etc...)

The EUIPO support - Overview



- IP Key Latin America - PI
- IP Key China - PI
- IP Key (SEA) - PI
- ARISE + IPR (SEA) – DCI
- CarIPI (Caribbean) - EDF
- EUGIPP (Georgia) - ENI
- AfriPI (Pan-African) - DCI

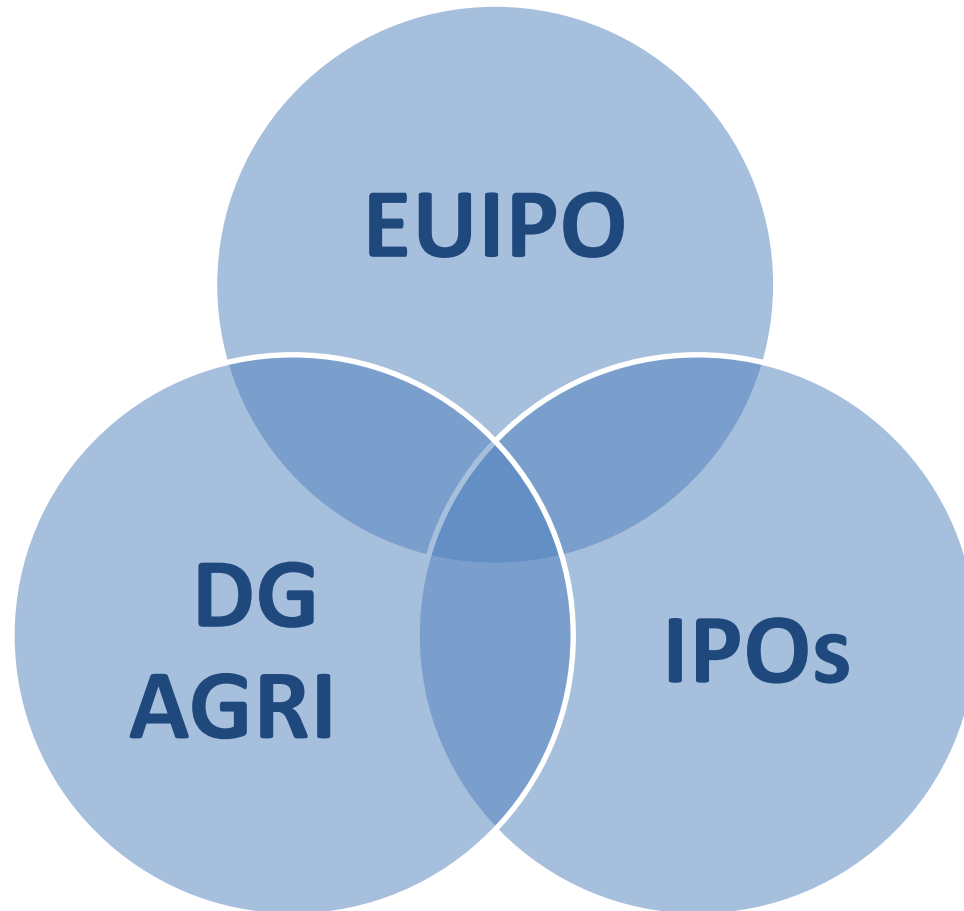
The EUIPO support – type of activities

- i) Promotion of GI system;**
- ii) Technical exchange of views with registering offices and;**
- iii) Provide training and advice to associations, authorities and IP practitioners (capacity building)**

The EUIPO support – Promotion of GIs



The EUIPO support – Technical exchange of views



The EUIPO support – Capacity building



TWO MAJOR WEBSITES PLUS SOCIAL MEDIA ACCOUNTS

<https://ipkey.eu>

Supporting **EU businesses** around the world



Supporting **development**



<https://euipoef.eu>

LinkedIn



YouTube



EUIPO

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www.euipo.europa.eu



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Thank you