



# **Focus on certain Asian Countries , Geographical Indications (GIs) and the rice sector in negotiations.**

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# Japan FTA

- ***Atypical negotiations for AGRI (market access)***
  - **EU offensive**
  - **Japan Defensive**

# Viet Nam FTA

- ***Final phase of discussions***
  - **Market access**
    - Some EU offensive interests
    - Rice (EU defensive)
  - **GIs**
    - **EU list**
    - **TPP context**

# EU GIs protection in bilateral agreements

- **EU's basic objectives:**
  - High level of protection (TRIPS Art. 22 insufficient)
  - Direct protection
  - Ex officio enforcement
  - Co-existence with prior Trade marks
  - No GI cancellation, prohibition of subsequent genericness

# Examples of evocation (imagination is endless!!)



**Evocation  
of "Côte-Rôtie"  
and "Bordeaux"  
for South-African  
wine and Feta**

# Examples of wrongful uses of GIs



## Rice in FTAs + EBA

- ***Sensitive sector***

*...cannot mean exclusion...*

*...but other treatments!*

- ***EBA rice imports (regular control of import figures)***