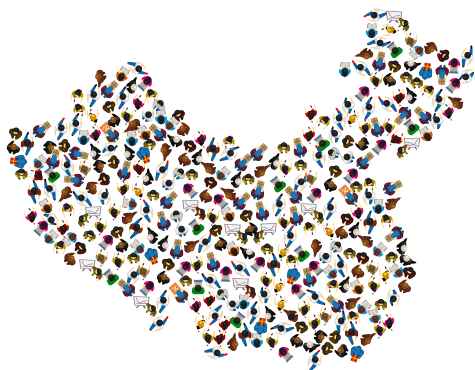




EU-CHINA GEOGRAPHICAL INDICATIONS AGREEMENT



CHINA :
A MARKET OF
1.4 BILLION
CONSUMERS

China is the **third destination** for EU agri-food products, reaching **€16.3 billion** between January and November 2020.

+23.4%

for January

– November 2020 vs 2019

The Chinese market is a **high-growth** potential market for European food and drinks, with a growing middle class with a **taste for iconic European products**. It also has a well-established **geographical indication** system of its own, waiting to be further discovered by EU consumers thanks to this agreement.

96 EU GEOGRAPHICAL INDICATIONS PROTECTED IN CHINA

100 CHINESE GEOGRAPHICAL INDICATIONS PROTECTED IN THE EU

The EU-China GI agreement is the **a landmark treaty** between the European Union and the People's Republic of China. It is a concrete example of cooperation between two parties and reflects openness and adherence to international rules as a basis for trade relations.



THE EU LIST OF GIs to be protected in China include products such as :

Mozzarella di Bufala Campana



Languedoc



Münchener Bier



Elia Kalamatas



Among **THE CHINESE PRODUCTS**, the list includes for example :

Wuyuan Lü Cha (Wuyuan Green Tea)



Chaidamu Gou Qi (Chaidamu Goji Berry)



Panjin Da Mi (Panjin rice)



Wuchuan Yue Bing (Wuchuan Mooncake)



This agreement entered into force on **1 March 2021**.

Within four years after its entry into force, the scope of the agreement will expand to cover an additional **175 GI names from both sides**. These names will have to follow the same approval procedure as the names already covered by the agreement.