



Understanding Geographical Indications

Tuesday 4 September 2018, 9am – 5pm

Location

Garden View (room 1002)
European School of Management
and Technology (ESMT)
Schlossplatz 1
10178 Berlin, Germany

Map reference

<https://bit.ly/2IsOhEe>

RSVP

If you would like to attend, email
hazel.moir@anu.edu.au

More information

For more information about this
Geographical Indications project,
visit <https://bit.ly/2kQSybo>

Presented by



Australian
National
University



ANU CENTRE FOR EUROPEAN STUDIES

The ANU Centre for European Studies (ANUCES) is the oldest research centre in Australia focused on the study of Europe and the European Union. It is an ANU-wide platform for research and collaboration with Europe, with strong links to government and industry. ANUCES focuses the talents of hundreds of researchers, teachers and students on a single site, and proudly promotes interdisciplinary dialogue. It delivers research, education and outreach with the support of the Erasmus+ Programme of the European Union.

T 02 6125 9896 W <http://ces.anu.edu.au>
E europe@anu.edu.au

**ANU College of
Arts & Social Sciences**

Immediately prior to the EPIP Conference (5–7 September 2018) the Australian National University's Centre for European Studies (ANUCES) will present a workshop on Geographical Indications (GIs). The major focus of the workshop will be presenting the results of a recent systematic review of all available empirical studies on the economic impact of GIs.



The EU and the USA/Australia/

New Zealand disagree substantially on GI policy for foods. The critical issues are whether foods should have strong-form (TRIPS Article 23) style protection, and whether names that have become generic can be re-claimed. This disagreement has been one factor in the lack of progress in the Doha Development Round. ANUCES is currently running a project, delivered with the support of the Erasmus+ Programme of the European Union, to identify the evidence base on the real-world impact of GI labelling. This project marshals and assesses the evidence as to the impact of GI policy in practice, in particular:

- 1) the size of the market for GI labelled foods and consumer willingness to pay;
- 2) whether producers are able to achieve a higher net income from the use of GIs; and
- 2) what are the GI impacts on rural and regional prosperity.

The scattered (and rather sparse) empirical research suggests that the impact of GIs on both producers and regional prosperity is variable and contingent. But it does identify key policy issues and major areas where there is insufficient empirical evidence to support policy development. The lead researchers, Áron Török and Hazel Moir, will share their findings in a participative workshop format that will allow participants to contribute to refining the outcomes and sharing the knowledge generated by the project.

There will also be two important secondary themes:

While there is a tradition of terroir-based products in five European nations, elsewhere there is a more instrumental approach to GI policy. Thus in New World countries, European migrants have brought their traditions and cultures and as a result geographic names have morphed into generic names. The one other region where there seems to be a deep cultural understanding of the linkage between place and products is North-East Asia. Wenting Cheng will present results from a study of the nature and size of GI markets in north-east Asian countries.

A further critical issue in GI policy is the degree to which there is a genuine linkage between place and product. Particularly for PGI products, issues have been raised as to whether there is a sufficient nexus with place – indeed the German High Court has referred this matter to the European Court of Justice. Andrea Zappalaglio will lead a session on the link between product, place and reputation for registered PGIs. Among other issues this will address the need for a clearer and narrower origin link in the field of PGIs because, as it will be shown, the present provisions sometimes lead to controversial results.

See the next page for more information and the workshop schedule.

Understanding Geographical Indications

Tuesday 4 September 2018, 9am – 5pm

This workshop is designed to share knowledge of the empirical material on the economic impact of GI labelling, drawing out policy implications and the priority research agenda for future research. It also covers GI markets in north-east Asia and processes for ensuring verifiable and objective evidence as to reputational links to place. While there will be major presentations on these issues from invited speakers, there will be substantial room for audience participation.

Schedule

	Theme	Presenters
9 – 9.30am	Registration	
9.30 – 10am	Welcome and introduction	Hazel Moir
10 – 11am	GI culture in North-East Asia	Wenting Cheng Moderator: Irene Calboli
11 – 11.30am	Morning tea	
11.30am – 12.30pm	Linking product and place	Andrea Zappalaglio
12.30 – 1.30pm	Lunch	
1.30 – 2pm	European Union experiences with GIs: market size and key GI names	Hazel Moir
2 – 3pm	GIs and producer prosperity and regional development: what is the evidence and what are the gaps?	Áron Török
3 – 3.30pm	Afternoon tea	
3.30 – 4.30pm	Discussion of the evidence base on the economic impact of GIs	Workshop participants
4.30 – 5pm	Conclusions and priority research agenda	Hazel Moir

Enquiries about attending the workshop should be addressed to hazel.moir@anu.edu.au. There is no fee for attending, but preference will be given to those conducting empirical research on GIs or advising on GI policy issues.

2018 Annual Conference of European Policy for Intellectual Property, 5–7 September

The 2018 Annual Conference of European Policy for Intellectual Property (EPIP) is being hosted by ESMT Berlin from 5 to 7 September. The conference will bring together scholars, stakeholders and policymakers for both theoretical, empirical and policy-oriented presentations and discussions. It will contain a special track of sessions around the topic 'IP in a Data-driven Economy: New Challenges for Law, Economics and Social Sciences', organised jointly with the Berlin based Weizenbaum Institute for the Networked Society – The German Internet Institute.

For more information on the EPIP conference, visit <http://epip2018.org/>

