



PROPOSAL FOR PROMOTION OF THE PROTECTION OF GEOGRAPHICAL INDICATIONS

Tran Viet Hung
Deputy General Director
National Office of Intellectual Property of Vietnam
- 2006 -



Main content

- I. Evaluation of the protection of GIs in Vietnam**
 - I.1 Advantages
 - I.2 Limitations
- II. Reasons**
 - II.1 Objective reasons
 - II.2 Subjective reasons
- III. Proposal for promotion of the GI protection**
 - III.1. Self-reliant measures
 - III.2. Support from abroad
 - III.3 Joint measures



I. Evaluation of the protection of GIs in Vietnam

I.1. Advantages:

- The legislation system has been improved (IP Law 2005);
- Practical application of legislation: A number of GIs have been registered;
- Producers, local authorities and the Government are interested in the protection of GIs.



I. Evaluation of the protection of GIs in Vietnam

I.2. Limitations:

- The demand for the protection of GIs has not been satisfied: The number of registered GIs is less than the potential ones;
- Procedure for registering of GIs is more complicated than trademark;
- Requirements of GI protection have not been satisfied: the management; process of controlling products bearing GIs are not effective...



II. Reasons

II.1. Objective reasons:

- New field; lack of information and guidelines;
- Lack of expertise and experienced experts;
- Development and management of a GI require budget, time, and high level of consensus among manufacturers, businessmen and managers.



II. Reasons

II.2. Subjective reasons:

- The awareness, technical skills and management knowledge are still at a low level;
- Lack of practical experience and methodology;
- Low level of accessibility to information available abroad;
- Limited capability of establishing a system for commercialization of products bearing the GI;
- Lack of budget.



III. Proposal for promotion of the GIs protection

III.1. Self-reliant measures:

- Training and outreaching;
- Organizing study tours for managers and producers to share experiences among themselves or study visits to countries with long experience in GI protection;
- Setting up a pilot project on the protection and management of GIs for each kind of products to drive experience and establish a model for the large-scale application.



III. Proposal for promotion of the GIs protection

III.1. Self-reliant measures:

- Establishing a website, publishing documents on GIs for the purpose of public awareness and education;
- Organizing exhibitions and fairs to introduce the products;
- Invest money in the development of GIs.



III. Proposal for promotion of the GIs protection

III.2. Support from abroad (EU and ASEAN):

- Supporting in terms of methodology and budget/funding: consulting services, projects supporting the development of GI.
- Providing information and sharing experience: Translating and publishing foreign documents into Vietnamese; establishing a mechanism to meet the need of producers and managers of GI with respect to information and experiences from abroad.
- Supporting the procedure for registration of GIs in EU and ASEAN countries.
- Supporting the trade promotion: supporting the participation in the regional exhibitions and fairs...



III. Proposal for promotion of the GIs protection

III.3. Joint measures (among ASEAN and EU countries):

- Strengthening the information exchange: Establishing a website on GIs in different languages; Setting up a network of hubs for information exchange concerning GIs among countries and regions;
- Advertising the products: Publishing documents introducing products bearing GIs in different languages.



III. Proposal for promotion of the GIs protection

III.3. Joint measures (among ASEAN and EU countries):

- Trade promotion: Organizing regional exhibitions and fairs for introducing and commercializing products bearing the GIs;
- Trade co-operation: Co-operation to facilitate the penetration of products bearing GIs into overseas market.



THANK YOU!