



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

11 March 2013

1. **Project Code** 13-AG-11-GE-WSP-B
2. **Title** Workshop on the Branding of Local-specific Agricultural Products through the Use of Geographic Indications
3. **Duration** 3–7 June 2013 (five days)
4. **Venue** Colombo, Sri Lanka
5. **Implementing Organizations**
 - a) Ministry of Agriculture
Govijana Mandiraya, No. 80/5, Rajamalwatte Avenue
Battaramulla, Sri Lanka
Phone: 94-11-2887431/2868918
Fax: 94-11-2888910
e-Mail: nandalajyanetti@yahoo.com
dbtwij@hotmail.com
 - b) National Productivity Secretariat
10th Floor, Sethsiripaya 2nd Stage
Baththaramulla
Sri Lanka
Phone: 94-11-2812163
Fax: 94-11-2812162
e-Mail: nposl@nps.lk
6. **Number of Overseas Participants** Up to 18 qualified participants from the Republic of China, India, Indonesia, IR Iran, Republic of Korea, Japan, Malaysia, Pakistan, Philippines, Thailand, and Vietnam
(See 12. Qualifications of Participants)

Other member countries with particular interest in this project may nominate candidates upon consultation with the APO Secretariat.
7. **Number of Local Participants** Up to six qualified participants
(See 12. Qualifications of Participants)
8. **Closing Date for Nominations** 19 April 2013
9. **Objectives**
 - a) To review approaches to establish and promote the branding of local-specific agrifood products using geographic indications (GIs) as an effective branding and marketing strategy;

- b) To share experiences in promoting the branding of local-specific agrifood products using GIs; and
- c) To examine issues and challenges in utilizing GIs in Asian countries and formulate strategic action plans to address them.

10. Background

A GI is a distinctive word, phrase, or sign to identify a product that has a specific geographic origin and possesses quality, reputation, or other characteristics essentially attributable to that place of origin. This type of agrifood product is considered to have distinct features influenced by the local climate, production methods, geographic conditions, and culture. A GI is functionally similar to a trademark. However, a trademark identifies an item or service as originating from a specific producer, while a GI identifies the geographic region where the product originates.

There are more than 10,000 protected GIs in the world with an estimated trade value of USD50 billion. Many are well-known names such as Parmigiano-Reggiano cheese from Italy, Darjeeling tea from India, Kobe beef from Japan, and Idaho potatoes from the USA, but many more are less well known and unprotected. Around 90% of GIs come from the 30 OECD countries, while most of the remaining 160 countries have developed very few. GIs are now increasingly recognized as valuable branding and marketing tools in the global market. Regulation of GIs could help protect both producers from the region and consumers alike from false claims and misleading labeling. It could also protect traditional knowledge, local culture, and traditions, and promote fair trade.

Developing Asian countries perceive GIs as an opportunity to expand exports of agrifood products to developed markets because their unique physical and cultural attributes and diverse climates are conducive to product differentiation. The GI tool, however, is not easy to apply in developing countries. In some countries, branding of locally produced agrifood products is not feasible due to the lack of skills, knowledge, and strategy on the local producers' side. In other cases, marketing of such products may face challenges due to the lack of branding and absence of/insufficient legal system to protect brands. A certain level of legal protection is necessary to recognize the creators of brands as owners of intellectual property rights.

This workshop is meant to strengthen the skills and knowledge of key stakeholders involved in the development and branding of products with GIs in their countries.

11. Scope and Methodology

The workshop will consist of interactive sessions on theme presentations by experts, sharing of country case studies by participants, individual/group exercises, and visits to selected enterprises/companies that are part of a value chain in agribusiness, preferably those dealing in GI agrifood products.

The tentative topics to be covered in the workshop deliberations are:

- a) Nature, scope, and function of GIs;
- b) GIs as a branding and marketing tool for local-specific agrifood products;
- c) Requirements for successful branding of local agrifood products;
- d) Development of national/regional policy, and legislative/institutional frameworks for GI administration and regulation;
- e) Legal protection systems for GIs;
- f) Roles of various stakeholders at the different stages of the GI recognition and implementation process;
- g) Successful examples of local geographic brands; and
- h) Cost-benefit analysis of developing and promoting GI branding.

12. Qualifications of Participants

The participants in this workshop are expected to possess the following qualifications:

- (a) Age: Preferably between 35 and 50 years.
- (b) Education: University degree or equivalent qualification from a recognized institution.
- (c) Present Position: Government officers in charge of local-specific agrifood product marketing and/or intellectual property rights; representatives of farmers' associations; executives of local food-processing industries and their associations engaged in the marketing of local-specific agrifood products; and researchers working on marketing and legal protection of such products.
- (d) Experience: At least three years of experience in the position described in (c) above.
- (e) Language: All proceedings of the workshop are conducted in English, and participants are frequently required to make oral and written presentations. They must therefore be proficient in spoken and written English. Those who are not proficient in English need not apply.
- (f) Health: Physically and mentally fit to attend an intensive workshop requiring participants to complete a number of individual and group activities and strenuous fieldwork. It is therefore recommended that member countries refrain from nominating candidates likely to suffer from physical and mental strain.
- (g) Attendance: Participants must attend all five days of the workshop to qualify for the certificate of attendance.
- (h) Post Project: ***All participants are obligated to prepare action plans and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the workshop.***

13. Financial Arrangements

a) To be borne by the APO:

- i) All assignment costs of overseas resource persons.
- ii) Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Colombo. As far as practicable, all participants should purchase discount tickets. Please note that the arrangements for the purchase of air tickets should be in accordance with the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants and is available on the APO website and from APO Liaison Officers in member countries.

b) To be borne by participants or participating countries:

For all participants

- 1) *Participants' insurance premiums:* All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 for the entire duration of the project and travel, and must submit to the APO Secretariat a copy of the comprehensive travel insurance certificate before participation.

Such insurance should be valid in Sri Lanka. This insurance requirement is **in addition** to existing government insurance coverage in some member countries. If any participant is unable to insure himself/herself as stipulated above, he/she should secure this insurance in the host country at the commencement of the project and pay the premium himself/herself, if necessary, from the per diem allowance provided. Neither the APO nor the implementing organizations will be responsible for any eventuality arising from accident or illness.

- 2) All expenses related to visa fees and airport taxes.
- 3) Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period on account of early arrival or late departure, for example, due to either limited available flights or any other reason whatsoever.

c) To be borne by the host country (Sri Lanka):

- i) Per diem allowances and hotel accommodation for up to 18 overseas participants for up to six days at the rate to be specified later.
- ii) All local implementation costs.

14. Actions by Member Countries

Nominations

- (a) Each selected country is requested to nominate **three or more candidates in the order of preference.** Please ensure that candidates nominated meet the qualifications specified under section 12 above.
- (b) No form of self-nomination will be accepted. All nominations must be endorsed and submitted by an APO Director, Alternative Director, Liaison Officer, or their designated officer.
- (c) Please note that nomination of a candidate does not necessarily guarantee that he/she will be selected. Selection is at the discretion of the APO Secretariat. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent enough. Sometimes candidates are not selected because they are overqualified for the given project.

Required Documents

- (d) Each nomination should be accompanied by the documents listed below. A nomination lacking any of these documents may not be considered:
 - i) Two copies of the candidate's biodata on the **APO biodata form** together with passport-sized photograph. The biodata form can be downloaded from the APO

website. Downloading information is also available from www.apo-tokyo.org. We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the **Agriculture Department**, APO Secretariat (e-mail: agr@apo-tokyo.org, fax: 81-3-5840-5324).

- ii) **The APO Medical and Insurance Declaration/Certification Form.** Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses enumerated on the reverse side of the medical form. However, for all others, medical certification by a recognized physician on the reverse side of the medical form is required.
- (e) Member countries are encouraged to submit the necessary documents electronically as mentioned in d)-i). In that case, there is no need to send a hard copy by postal mail. However, if the documents are submitted by fax, member countries are requested to mail the originals of the documents to the APO Secretariat as well. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please specify the candidate's name and the project code on the reverse side of the photograph.

Nomination Deadline

- (f) Member countries are requested to abide by the ***nomination deadline of 19 April 2013***. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- (g) For member countries where nominations are required to be approved by higher government authorities and hence require a longer time, the APO Liaison Officers/NPOs are urged to send the names of nominees on or before the deadline, indicating that government approval will follow.

Others

- (h) Under normal circumstances, candidates who are selected will be informed of their acceptance at least four weeks prior to the commencement of project.
- (i) Should some candidates fail to qualify or be unable to participate after selection, or should some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.
- (j) If a selected participant becomes unable to attend, he/she should inform the APO Liaison Officer/NPO in his/her country immediately of his/her inability to participate and the reason for withdrawal. The NPO concerned is requested to transmit that information to the APO Secretariat and the host country promptly.
- (k) NPOs are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the project.
- (l) Each selected candidate is required to arrive at the venue one day before the start of the official project. Also, he/she is expected to return home upon completion of the official project because he/she is visiting the host country for the specific purpose of attending this APO workshop.

15. Country Case Study Preparation

The participants are required to prepare a country case study prior to departure for the project venue. In preparing the case study, they are expected to follow the attached “Guidelines for the Preparation of Country Case Study.”

16. Guide for Participants

Other conditions for participation are given in the *APO Guide for Participants*, which is available from APO Liaison Officers/NPOs in member countries and on the APO homepage (URL: www.apo-tokyo.org).



Ryuichiro Yamazaki
Secretary-General

13-AG-11-GE-WSP-B

Workshop on the Branding of Local-specific Agricultural Products through the Use of
Geographic Indications

Guidelines for the Preparation of Country Case Study

Each participant is required to submit a country case study based on the topical outline described below. The paper should be typewritten, single-spaced on A4-sized bond paper and be between 6 and 8 pages in length, excluding tables/figures. A copy of the paper should reach the Ministry of Agriculture of Sri Lanka and APO Secretariat no later than **15 May 2013**. Information on how to submit the papers will be provided to the selected participants.

The participants are also required to submit an executive summary of their country case study by 15 May 2013. The summary should not exceed 250 words and contain the salient points of the paper. The summary will be used to prepare the highlights of the workshop.

It is strongly suggested that the presentation materials such as PowerPoint slides should also be submitted by the above deadline so that the presentation files can be prepared in advance at the conference facilities.

Topical Outline

This project aims at learning about local-specific agricultural/food products or processed food made from local-specific agricultural products that have a long history during which producers established the reputation of the products based on unique techniques/methods of crop production, animal husbandry, or agro/food processing, utilizing geographic indications (GIs) in the specific area. These geographic conditions have contributed to the formation of the specific characteristic(s) of the product(s). In such cases, producers (or producers' associations) sometimes formulate a product definition and/or regulation to manage/control the production process to maintain the authenticity of the product(s). The public sector in a region also assists in the branding of the products and may have a legal framework and management system to guarantee the quality of the products.

1. *If your country has branded local-specific agricultural/food products that satisfy the following points:*

- (a) Brands of agrifood fresh products or processed foods (or even forestry and fishery products) have been established in your domestic market and/or foreign market and those brand names contain *geographic names*;
- (b) The products were developed/improved through producers' efforts over many years;
- (c) The products have characteristics connected to or influenced by the geographic conditions of the area where they are grown or manufactured;
- (d) The producers have made rules to control/manage the production process to maintain the authenticity of their products; and
- (e) There is a framework established by a producers' association or public sector to audit and monitor whether the control system in (d) above is working well and that there are no fake products on the market.

Then please describe:

- (i) The products, including the name, specificity, history, use, production area, and producers/manufacturers;
- (ii) How the geographic conditions of the production area contribute to the specificity of the products;

- (iii) How the producers succeeded in establishing the brand in the market and the specific marketing strategy leading to that success;
- (iv) How producers try to maintain the authenticity of the products, rules governing the production process, and control system to maintain product authenticity;
- (v) Measures producers have adopted to prevent adulteration of authentic products; and
- (vi) The governmental legal system to promote brand establishment or to protect brand names.

2. ***If your country does not have an example of local-specific agricultural/food products as described in 1-(a) to 1-(e) above but has brand names of agricultural products or processed food with geographic references:***

Then please describe:

- (i) The products, including the name, specificity, history, use, production area, and producers;
- (ii) How the producers succeeded in establishing the brand in the market and the specific marketing strategy leading to that success;
- (iii) Rules governing the production process and/or control system to maintain the authenticity of geographic products.

3. ***If your country does not have examples of 1 or 2 above, but has examples of brand names of agricultural products or processed food that do not refer to geographic names:***

Then please describe:

- (i) The products, including the name, specificity, history, use, production area, and producers; and
- (ii) How the producers succeeded in establishing the brand in the market and the specific marketing strategy leading to that success.