

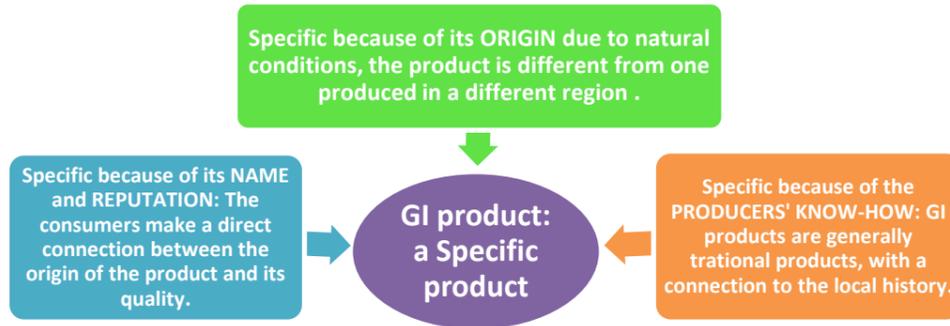
Geographical Indications: Protecting “territorial brands” for the benefit of rural producers

The concept of “Protected Geographical Indication”

Definition of Geographical Indications in the Cambodian Draft Law”

Geographical Indications means name, symbol and or any other signs which is used for calling or representing a geographical origin and can identify the goods as originating in such geographical origin where the quality, reputation or other characteristic of the goods is essentially attributable to the geographical origin.

Some particular products are renown for their origin and are designated with a reference to a geographical name. This particular origin is looked for by the consumers, who are willing to pay a premium price for the genuine product from the designated region.

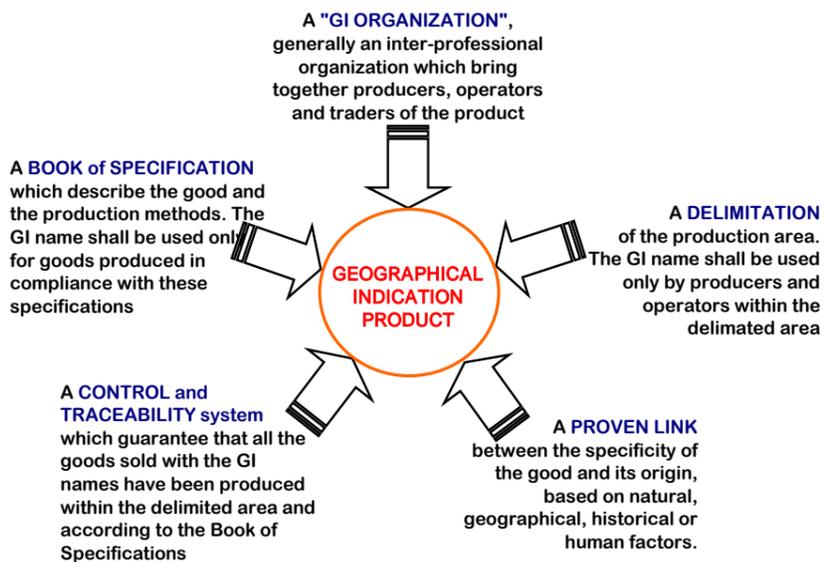


Purpose: The purpose of GI law is to protect the consumers and the intellectual property rights of producers, operators, to preserve and strengthen the traditional know-how and national identity, to create job in rural areas, to develop community, to attract tourists, and to reduce poverty.

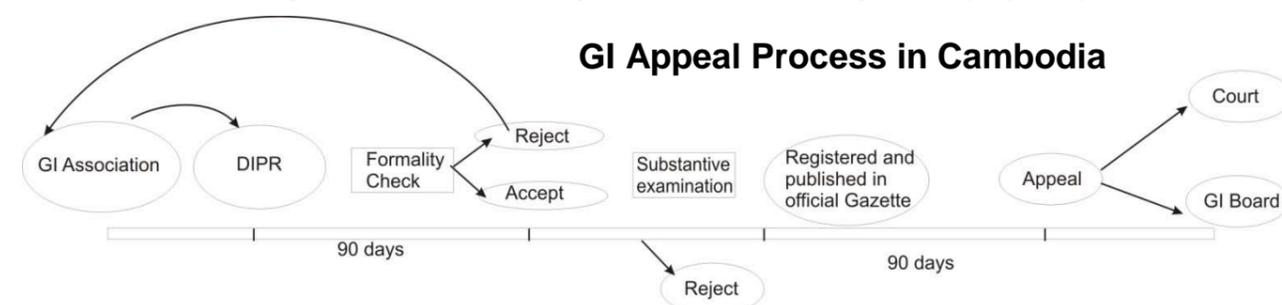
Scope: The agricultural goods, foodstuffs, handcrafted goods and any other goods produced or transformed in conformity with the provision of this law may be registered and protected in the Kingdom of Cambodia.

Geographical Indication Association: Based on geographical area and type of goods, a geographical indication association is formed by group of producers, operators, organizations, and/or interested person. This association shall have their own status to organize and to manage their work with a non-profit goal. The membership shall be open. The association status shall be accepted by competent authorities and with the consent of the Ministry of Commerce. The main duty of the association is to ensure the implementation of the book of specifications by the members.

The five pillars of a “GI” product

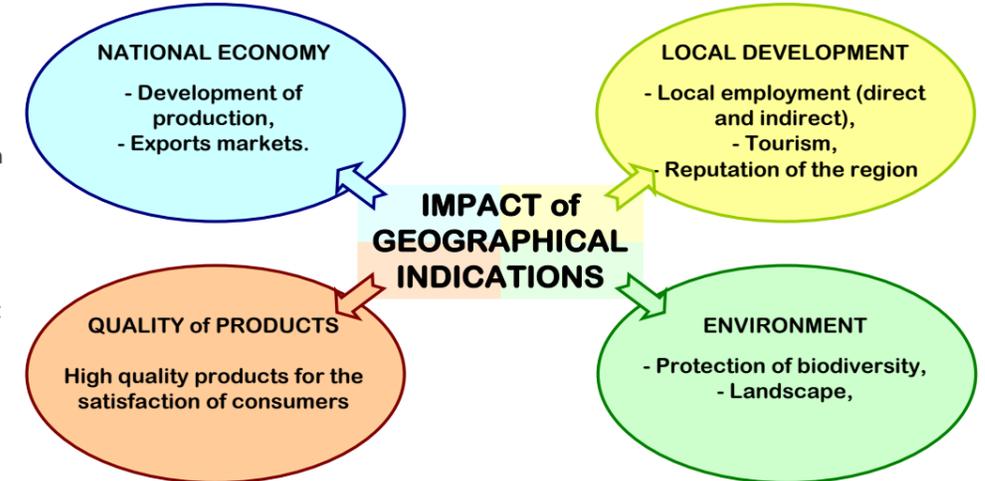


To register a product as a Protected Geographical Indication, producers and other stakeholders shall group together in an organization which will apply for the registration and manage the Geographical Indication once it is registered. They have to delimitate the area of production, to describe the production methods and to identify what makes their product different from a generic one. They also have to set up control and traceability mechanisms. Once the GI is registered, these mechanisms will guarantee consumers on the origin and the quality of the product.



Benefits from the protection of Geographical Indications

Protected Geographical Indications have proven to be an efficient tool for local development. It raises more added-value and protects the producers from the competition with generic products through the isolation of niche markets. Therefore, GIs help to keep jobs in rural area though direct increase of prices of the production, and indirect benefit such as the development of tourism in the area. It is also a way to preserve cultural heritage and biodiversity.



Geographical Indications in Cambodia

The Ministry of Commerce of the Kingdom of Cambodia has drafted a law for the protection of Geographical Indication, and has established a Geographical Indications Office within its Intellectual Property Department. In Cambodia, there is a real potential for the development of GIs. Numerous traditional products are renowned for their quality in connection with the area where they are produced, such as Kampot durian, Phnom Srok silk, Battambang rice and oranges, Siem Reap prahok (fish paste), and many others. Two products are already quite advanced and were registered for protection under the Prakas of the Ministry of Commerce as GI products: **Kampot pepper** and **Kampong Speu palm sugar**.



Kampot pepper

Pepper production in Cambodia is known since the XIIIth century, but Kampot pepper reputation was particularly developed during the early XXth. Its high-gastronomy quality is well acknowledged in Europe. Its flavour and its pugnacity makes of this pepper one of the best in the world.



Kampong Speu palm sugar

Palm Sugar production is a long tradition in Kompong Speu. This area's sandy soils and low rainfalls, combined with the know-how of producers, make Kompong Speu palm sugar particularly tasty, concentrated and aromatic.

With the support of the pilot project for GI protection in Cambodia, producers and traders have joined their forces and created the Kampot Pepper Promotion Association. The board of Kampot Pepper Promotion Association



A taskforce of sugar producers' and operators' representatives designed book of specifications and the statutes of the organization, which was created at the end of 2008.

For both products, they already registered as the first two GI products, Kampot pepper and Kampong Speu Palm Sugar, on 02 April 2010 in the Ministry of Commerce: Their products are certified by ECOCERT (French Company)

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The protection of Geographical Indications in Cambodia