



Empowering EEN Advisors: Promoting Geographical Indications (GIs) for Craft and Industrial Products (CI)

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New EU GI scheme for craft & industrial products: Building on the success of the EU Agri GI scheme

- **Agricultural GIs:** wine, spirit drinks, agricultural products - **EU asset since 1992**
- More than **3,600 protected names**
- **Sales value** of approx. **€75 billions** annually
- Account for **15% of all EU food/drink exports**
- **Support rural areas** (ensure higher incomes for producers, revitalised local economies and boosted tourism in many EU regions)
- GIs are an **important Union's priority:**
 - Recent **reform of the EU agricultural GI system**
 - **Set up of new EU GI scheme for craft and industrial products**



The New EU CIGI Regulation

What is changing & Why it matters

- **Regulation (EU) 2023/2411 introduces a new EU-wide GI protection for CI product**
- Protection for all products not covered by the agricultural GI protection scheme and hence, fall into the category of ‘**craft and industrial**’ products

Criteria:

- ✓ **Originate from specific place**, region or country
- ✓ Quality, reputation, or other characteristic **essentially** attributable to the geographical origin
- ✓ **At least one production step** takes place in the defined geographical area

Sectors most interested in CIGI products

- Ceramics, pottery, porcelain
- Glassware
- Leather
- Marble, stone, granite
- Metalware, cutlery
- Jewellery
- Furniture
- Watches and clocks
- Laces, embroidery
- Textiles, tapestry
- Clothes, footwear, headwear
- Musical instruments

Estimation of ± 1000 EU craft and industrial products candidate to GI protection

Opportunities for SMEs



Build a Distinct Market Identity

- GI registration strengthens branding with a clear, region-linked identity
- Helps small producers differentiate from mass-produced alternatives

Expand into EU & Global Markets

- GI status boosts export potential and acceptance in premium market segments

Strengthen Local Ecosystems

- Supports rural economies, traditional skills, and cooperative networks
- Encourages regional clusters and collective action among small producers

Benefits of the new CIGI legal framework

Product Differentiation

- Confirms that products come from a specific region and follow recognised traditional methods
- Helps customers easily identify genuine goods

Legal Protection

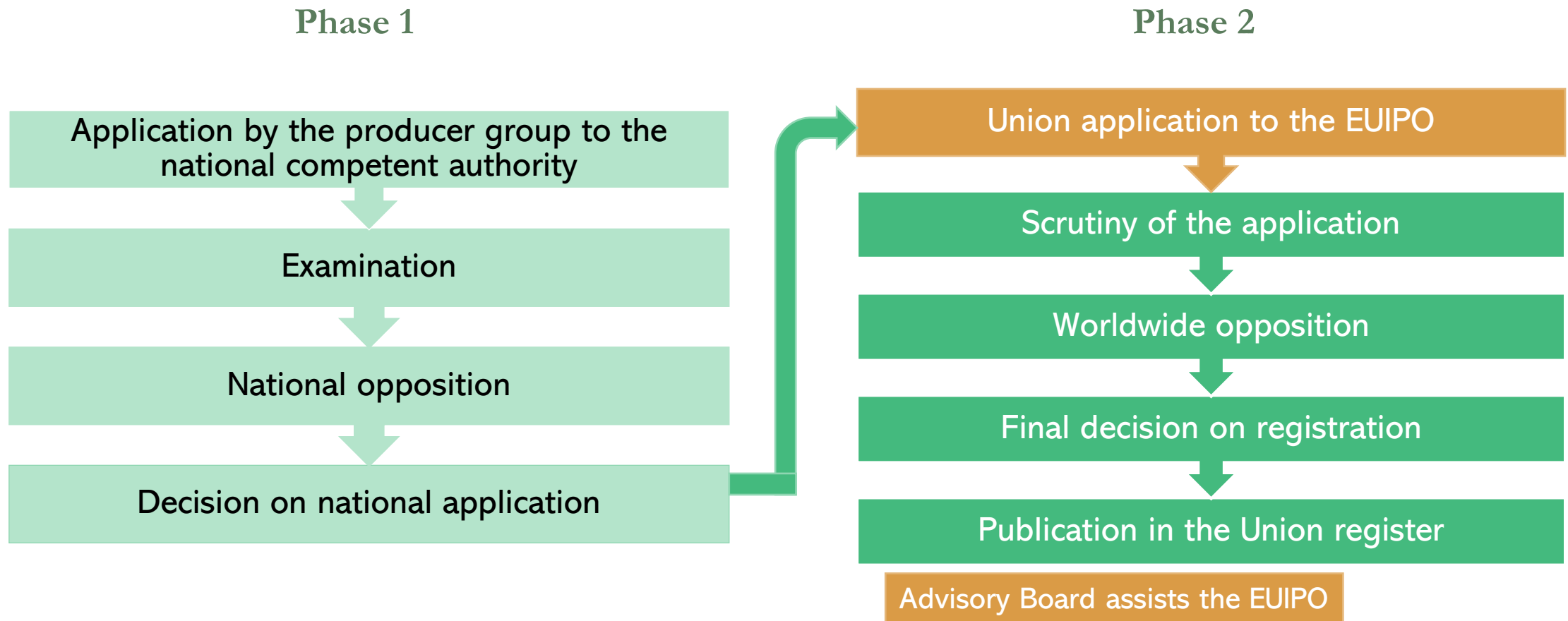
- Gain EU-wide legal rights to prevent free-riders from misusing recognised product names
- Safeguards traditional skills, giving them formal recognition and economic value.

Market value

- GI products often sell for 20–50% more than similar non-GI items
- Price premium supports reinvestment in quality, skills, and innovation, making products more competitive in local and global markets.



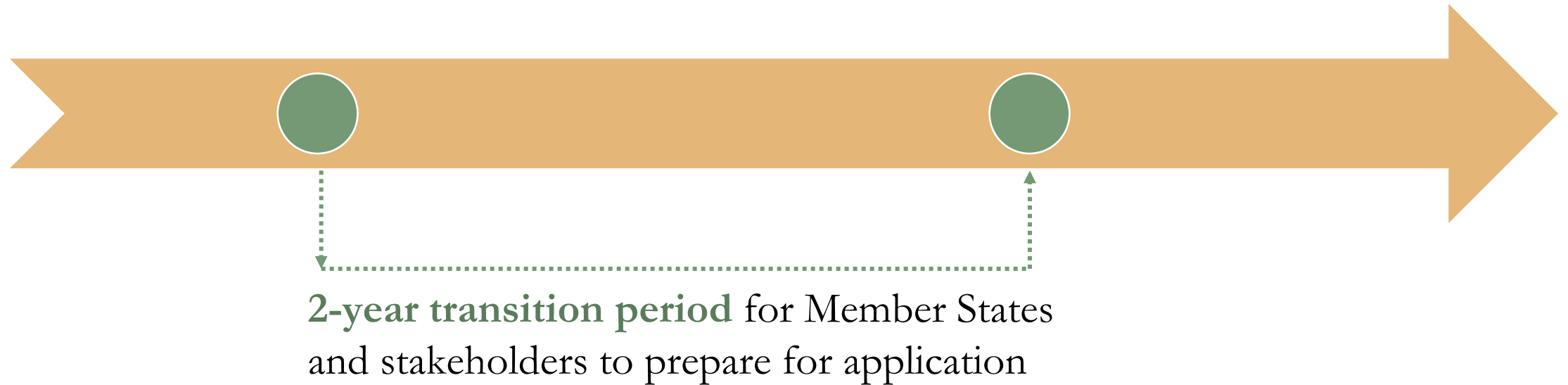
How the Registration Process Works



From Entry into Force to Applicability: Timeline

16 November 2023: Regulation entered into force.

1 December 2025: Regulation becomes fully applicable. **Producers can start to submit applications.**



Role of different stakeholders

European Commission

Sets and updates the legal framework, Represents the EU in international GI negotiations, Oversees system-level promotion and communication, Participates in the Advisory Board

EUIPO

- **Manage the EU GICI Register**
- **Examines applications** submitted by national authorities for compliance with EU requirements
- Handle **oppositions and amendments**

National Authorities

- **Review of initial application** by producer groups
- **Monitor Compliance:** Ensure that producers adhere to the specifications of the registered GI within their territory.
- **Assist in the enforcement** of GI protections against misuse or infringement

Producer Groups

- **Submit GI applications**
- **Define Product Specifications**
- **Monitor:** Oversee the use of the GI, report any misuse, and ensure compliance among members.
- **Promote the GI** to raise awareness of the system and its associated products



Promoting the CIGI system as EEN advisors



Identify Eligible Products

Help clients **assess** whether **their craft/industrial products** have regional roots.



Raise Awareness

Inform clients about the **new EU GI system and its benefits**



Facilitate Partnerships

Encourage collaboration among regional producers to form **producer groups**



Connect with National Authorities

Guide clients to the **relevant national authority** for application support.

Thank You



More info:

https://single-market-economy.ec.europa.eu/industry/strategy/intellectual-property/geographical-indications-craft-and-industrial-products_en

[Factsheet: Geographical Indications \(GI\) for craft and industrial \(CI\) products - A Seal of Origin, Quality, and Authenticity](#)

[Geographical Indications Capitals Tour](#)

[EUIPO GI HUB](#)

DG GROW Intellectual Property Unit D3

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