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HIGHLIGHTS FROM EABC

EUROPEAN PAVILION

AT THE 2013 WORLDWIDE SYMPOSIUM ON GEOGRAPHICAL INDICATIONS



Marino, Deputy Director-General for International Affairs at the Directorate General for Agriculture (DG Agri) and Rural Development, European Commission and H.E. David Lipman, Ambassador and Head of Delegation of the European Union to Thailand.



The overall symposium was well attended. EABC European Pavilion had 43 European registered GI products exhibited from 8 countries namely France, Germany, Ireland, Italy, Portugal, Slovakia, Spain and United Kingdom.



In support of the European Pavilion, EABC has put its effort in publishing a booklet compiling specifications of all the GI products from European countries displayed in this event and disseminated at the Pavilion.

Date: 27-29 March 2013

Venue: Centara Grand at Centralworld Bangkok

The European ASEAN Business Centre, in coordination with the Thai Department of Intellectual Property (DIP), organised the European Pavilion at the 2013 Worldwide Symposium on Geographical Indications.

This international symposium

is organized every two years by the World Intellectual Property Organization (WIPO) in cooperation with an interested Member State, this year it was organized in Bangkok.

The opening ceremony of the symposium was presided over by Princess Maha Chakri Sirindhorn. The princess was escorted to the European Pavilion by Loretta Dormal

The EABC would like to thank for supports from the following organizations: The Thai-Italian Chamber of Commerce, The Embassy of Slovakia, The Embassy of Portugal, Aroyitaly, Dewar's, Diageo Moët Hennessy, Globo International, Italiasia, Kim Chua Group, Paulaner, Pernod Ricard Thailand, Quinta dos Avidagos, and William Grant & Sons.

LEARN MORE ABOUT GEOGRAPHICAL INDICATIONS

WHAT IS GEOGRAPHICAL INDICATIONS?

Geographical Indication or GI is an intellectual property right given as a term to identify natural, agricultural and non-agricultural goods' place of origin, their special attributes including special characteristic, quality and reputation that are attributable to the geographical origin.



Legal definition of GI given by the World Trade Organisation (WTO) is that GI is an indication which identifies a good as originating in a specific place (country, region or locality) where a given quality, reputation or other characteristics of the good is essentially attributable to its geographical origin¹.



WHY IS GEOGRAPHICAL INDICATION IMPORTANT TO LOCAL ECONOMY?

By promoting and preserving the national-intellectual heritage or Geographical Indication products, country can increase its competitiveness in international trade, investment attractiveness and create development opportunities for farmers, handicraft workers, and various industries such as agro-food, textile and services such as tourism.

In brief, the GI products are essential to the local economy considering that they:

- Develop and boost the economic growth;
- Protect and strengthen local knowledge and traditions;
- Provide guarantees to consumer as to the qualities of GI goods;
- Allow producers to set premium price of the GI products in exchange for guarantees offered to consumers;
- Allow for a better redistribution of the added value in the production chain: from the raw material producer to the manufacturer.





THE EU STUDY

According to the EU study on value of production of agricultural products and foodstuffs, wines, aromatised wines and spirits protected by a geographical indication (GI), analysis shows that the market price of products bearing a GI is estimated as 2.23 times higher than the price of similar non-GI products.



Examples from international wholesale trade have shown that the sold value of all GI goods including wine and spirits in France and Italy in the year of 2010 represents drastic figures of 20,854 and 11,806 million euros respectively².



A lot of well-known products around the world are those bearing GI name such as Parma Ham, Parmigiano Cheese, Champagne, Scotch Whisky etc. It is, thus, worth noting that GI plays an important role in generating business value and providing competitive advantage from local community to world economy as a whole.



The European ASEAN Business Centre (EABC) as a European trade organization supported by the European Union, recognizes the importance of the protection and promotion of intellectual property rights including GI and firmly believes that IPR promotion is a strong wheel contributing to the prosperity of trade.



¹ Definition provided for by article 22.1 of the World Trade Organisation Agreement on Trade-Related Intellectual Property Rights (TRIPs Agreement).

² Annex to the Study "Value of production of agricultural products and foodstuffs, wines, aromatised wines and spirits protected by a geographical indication (GI)", done by AND International, financed by the European Commission, October 2012 and investment between Thai and European businesses.

HIGH-LEVEL DIALOGUE



Date: 25 April 2013

Venue: Ministry of Industry, Bangkok.

The EABC representing the unified voice of European businesses organised high-level discussion with Ministry of Industry, the dialogue provided an opportunity for policy discussion on key issues of standards/homologation/conformity assessment under TISI and the BOI's new investment promotion strategy.



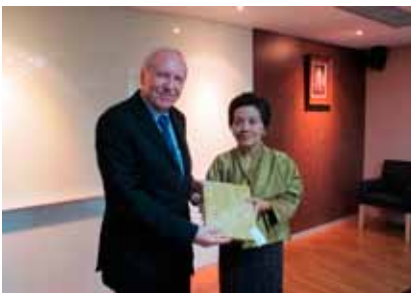
EABC expressed its support for policy and administrative continuity under TISI, particularly as the decision-making and approval process made thereunder would affect the business operation.

With respect to the BOI's new strategy, EABC highlighted its key priorities/expectation towards BOI and enquired about the direction and concrete timeframe for the new strategy to take effect.



The discussion concluded with a positive note to foster closer cooperation between the Ministry of Industry and EABC.

In particular, EABC and respective departments of the Ministry will work together on the organisation of the expert workshop on testing of CO² emission and excise tax, and to engage more effectively at the operational level as the BOI finalises its new investment promotion strategy.



Date: 23 April 2013

Venue: Department of Trade Negotiation, Ministry of Commerce, Bangkok.

In view of the upcoming first round negotiation on the EU-Thailand FTA, this high-level dialogue provided an opportunity for the EABC to highlight key priorities and expectation towards the FTA.



These are in particular in the areas of liberalisation of services, intellectual property rights, removal of non-tariff barriers and mutual benefits from closer trade ties between Thailand and the EU such as on technology transfer, SMEs and strengthening of Thailand's position in ASEAN.

The discussion has also led to better understanding on key technical and administrative issues in terms of practical steps for EABC to effectively engage with the DTN and relevant stakeholders throughout the negotiation process.

BUSINESS FUNCTIONS



*EABC welcomes business delegation from Austria
Date: 11 March 2013
Venue: Eastin Grand Hotel Sathorn, Bangkok*



*EABC Annual General Meeting 2013
Date: 4 April 2013
Venue: Sheraton Grande Sukhumvit, Bangkok*

SOCIAL NETWORKINGS



***EABC and TICC Networking
Date: 7 March 2013
Venue: Bottoms Up Thonglor***



***EABC and FTCC Networking
Date: 21 March 2013
Venue: Le Meridien Bangkok***

UPCOMING ACTIVITIES



25 - 27 SEPTEMBER 2013

BANGKOK, THAILAND

Centara Grand & Bangkok Convention Centre at Centralworld

The EU Pavilion in the Asia Pacific's Leading Conference and Exhibition dedicated to the Clean Energy Market

Clean Energy Expo Asia is a 3 day Conference and Exhibition organized by Koelnmesse, in partnership with the Asian Development Bank, and supported by the Energy Policy and Planning Office and Department of Alternative Energy Development and Efficiency of the Ministry of Energy Thailand.

The European ASEAN Business Centre (EABC) as a European Union's window to Thailand, will hold a European Pavillion at the event; providing valued propositions and promoting business opportunities and networking opportunities to European companies in th energy sector. This is a fantastic opportunity for companies from European Member state countries to exhibit advanced technology and service in this leading event.

STANDARD DESIGN BOOTH:

Price: THB 100,000 or EUR 2,600

Size: 6 SQM

- *shell stand, electricity connection, carpet and graphics
- *1 lockable information counter
- *1 bar stool
- *Country flag and company name on fascia board
- *Logo on information counter
- *1 complimentary FULL pass worth approximately THB 29,400 for each
- *2 EXHIBITOR passes for each exhibiting company
- *Company listing in event guide distributed to all participants onsite
- *Company listing on exhibitors' page of CEEA website and e-Catalogue
- *150 word profile on exhibitors' page of CEEA website and e-Catalogue

**Book your space today at
the European ASEAN Business Centre**

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E-mail: Events@eabc-thailand.eu

www.eabc-thailand.eu



PLUS:

- Company Presentation opportunity in the event**
- Cocktail reception with VIP guests including high level representatives from the European Union and the business community in Thailand**
- Media interview opportunity with leading business publications**

**Reservation deadline:
Friday 14 JUNE 2013**