



EU REGULATION ON GEOGRAPHICAL INDICATIONS FOR CRAFT AND INDUSTRIAL PRODUCTS

The European Regulation on geographical indications (GIs) for the protection of craft and industrial products entered into force on November 16th, and will apply from December 1st, 2025 throughout the European Union..

This regulation aims to protect craft and industrial products, such as jewelry, textiles, glass, porcelain, etc., complementing the protection that already exists at European level for geographical indications of an agricultural nature (such as Champagne, Prosciutto de Parma, Port Wine, Ovos Moles de Aveiro or Pineapple from the Azores).

With the entry into force of this Regulation, Portuguese national products

such as Madeira Embroidery, Minho Valentine's Handkerchiefs, Barcelos Pottery or Arraiolos Carpets, or products originating in other EU countries, such as Limoges Porcelain, Carrara Marble or Solingen Knives, will be able to benefit from protection in the European Union, which was only granted to them at national level.

DESIGNATION OF ORIGIN VS GEOGRAPHICAL INDICATION

For the sake of context, a distinction should be made between Designation of Origin (DO) and Geographical Indication (GI). Both are distinctive signs that aim to identify products that are characterized by

an association with the name of a region, a specific place or a country.

The main difference between the two is the intensity of the link between the qualities and characteristics of the products and the geographical environment from which they come, and in Designation of Origin this link is stronger than in Geographical Indication.

In the case of the **Designation of Origin**, the product must be produced, processed and elaborated in the region: the characteristics of the product depend on human factors, but also on the physical environment in which they are produced.

In the case of a **Geographical Indication**, it is sufficient for the product's reputation to be attributed to a region, without there having to be a link to human and natural factors: it is enough for one of the production, processing or elaboration operations to take place in the region.

Some examples of Designations of Origin are Cherries from Cova da Beira, Cheese from Serra da Estrela, Port Wine and Pineapples from the Azores.

“Ovos-moles de Aveiro”, Apple from Alcobaça and Alheira de Mirandela are examples of Geographical Indications.

PROCEDURE FOR REGISTERING CRAFT IG IN THE EUROPEAN UNION

The Regulation stipulates that the registration procedure will be carried out in two stages: producers must first submit their application to the competent national authority (in Portugal, the INPI) for analysis, and applications that pass this first approval will be forwarded to the EUIPO for analysis and approval.

FINAL NOTES

The aim of this regulation, as with other legislation in this area, is to ensure fairness among producers, helping them to combat counterfeiting. In addition, the new regulation will support the development of rural regions in Europe through incentives for producers, especially SMEs.

On the other hand, from the consumers' point of view there is a clear advantage in buying products protected by GIs, since this protection provides reliable information about the place of production, the characteristics, reputation, identity, authenticity and quality of these products.

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