

The practice of promoting the use of GI

China has a vast territory, numerous ethnic groups, a long history and culture, therefore, China is abundant in GI resources. By the end of September 2023, China had approved 2495 GI products and 6992 registered GI as collective trademarks and certification trademarks.

In recent years, in promoting the use of GI, Chinese government at all levels have formulated and issued a series of policy documents, organized and implemented projects, and successively carried out the actions. All these measures to promote economic development with local characteristics by commercializing GI have achieved positive results.

1. Strengthen the top-level design.

Firstly, integrating the administrative responsibilities of GI. Since 2018, CNIPA has become the unified government department of the Chinese government to accept, examine, supervise and protect GI. Secondly, focusing on task deployment at the level of the State Council. In important national documents, for example, the outline for Building a powerful country with intellectual property (2021-2035), the tasks of protecting and commercializing GI are put forward. Thirdly, CNIPA has formulated and issued the 14th five-year Plan for the Protection and Application of GI.

2. Form a joint force of work

From the national level, CNIPA has successively organized action of GI to help Rural revitalization since 2019. By guiding 17 central and western provinces to carry out 21 GI utilization projects, the output value of the industry involved in GI exceeded 21 billion yuan, and

the output value of related processing, logistics, tourism and other industries reaches 4 billion yuan.

From the local level, local governments carried out in-depth work to promote the use of GI according to the unified deployment of CNIPA, including strengthening the quality assurance of GI, improving the patent content of GIs, and expanding the influence of GI. For example, Zhejiang province has achieved electronic management of the production process through traceable means such as QR codes.

3. Strengthening the supply of services

One is offline. Relying on international exhibition activities such as the Service and Trade Fair, China Brand Day and China International Trademark Brand Festival, we build a platform for brand value transmission and cultural dissemination of GI, to promote the social and economic benefits of GI, and promote social awareness of the protection and use of GI.

The second is on the line. CNIPA keep coordination with the Ministry of Commerce. We co-hosted the 2022 National "Brand and Quality online Shopping Festival", and organize various local government to strengthen the online marketing and brand promotion of GI products. During the two-week event of 2022, the online sales of more than 100 GI products exceeded 3.8 billion yuan.

In the future, CNIPA will continue to take measures to protect and commercialize the GI. Through our efforts, we truly hope "Use GI, Drive industry, Benefit people."