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**Report Highlights:**

The People's Republic of China National Intellectual Property Administration (CNIPA) issued its first ever Five-Year Plan for geographical indications (GIs). The plan highlights recent efforts to advance the People's Republic of China (PRC) GI system and ambitions to expand the usage and recognition of GIs for promoting regional economic development, rural revitalization, foreign trade diplomacy, and protecting traditional culture.

## Summary

On January 21, 2022, CNIPA issued the *14<sup>th</sup> Five-Year Plan for the Protection and Utilization of Geographical Indications*, its first ever five-year plan on GIs. The plan provides background on China's GI system and establishes goals for advancing the protection and application of GIs during the "14th Five-Year Plan" period (2021 – 2025). The plan notes as of the end of 2020 “China has accumulated 2,391 protected geographical indication products, 9,479 market entities using special logo for geographical indications, 6,085 registrations of geographical indications as collective trade logo and certification logo.”

The plan proposes three specific goals for 2025: 1) Improving the foundation for establishing and protecting GIs; 2) Improving the utilization, branding, and marketing of GIs; and 3) Expanding the mutual recognition and protection of GI's. Concerning the third goal, the plan proposes to “Actively implement the China-EU Geographical Indication Protection and Cooperation Agreement, the China-France Geographical Indication Cooperation Protocol, and the China-Thailand Geographical Indication Protection Agreement, etc., and promote the negotiation and consultation of international mutual recognition and mutual protection of geographical indications with more countries.” For additional information on the China-EU Geographical Indication Protection and Cooperation Agreement, please see GAIN Reports [CH2020-0135](#).

This report provides an unofficial translation of the plan. The original document in Chinese is available [here](#).

## BEGIN UNOFFICIAL TRANSLATION

The 14<sup>th</sup> Five-Year Plan for the Protection and Utilization of Geographical Indications

Geographical indications (GI) are important intellectual property rights, an effective carrier for promoting regional economic development, a strong support for promoting rural revitalization, an important field for promoting foreign trade diplomacy, a fresh carrier for protecting and inheriting traditional and excellent culture, and also important resource for an enterprise participating in the market. China has a long history and profound cultural accumulation and is rich in geographical indication resources. In order to implement the Outline for Building a Powerful Intellectual Property Country (2021-2035), the National Intellectual Property Protection and Utilization Plan during the 14<sup>th</sup> Five-Year Plan, and the Opinions on Strengthening Intellectual Property Protection, and to improve the level of protection and utilization of geographical indications, this document is formulated.

### 1. Planning background

The Central Party Committee and the State Council attach great importance to the protection of geographical indications and have made a series of important arrangements for the protection of geographical indications. During the "13th Five-Year Plan" period, important progress has been made in the protection and utilization of geographical indications in China, and the centralized and unified management of geographical indications of origin has been realized in accordance with the reform plan of the party and the state. The geographical indication system has been continuously improved. The Measures for the Protection of Foreign Geographical Indication

Products and the Guidelines for Trademark Examination and Trial have been revised. "Administrative Measures for the Use of Special Signs for Geographical Indications (for Trial Implementation)" has been issued.

Effectively play the role of the Trademark Law, the Implementation Rules of the Trademark Law, and the Measures for the Registration and Administration of Collective Trade Logo and Certification Logo, and the work of geographical indications continues to move forward in the direction of laws to abide by, rules to follow, and strict protection. Registration and accreditation work have been steadily moving forward. As of the end of the 13th Five-Year Plan period, China has accumulated 2,391 protected geographical indication products, 9,479 market entities using special logo for geographical indications, 6,085 registrations of geographical indications as collective trade logo and certification logo. The annual direct output value of market entities using special logo exceeds 600 billion yuan. Sixteen (16) National Geographical Indication Product Protection Demonstration Zones have been established. The application of geographical indications has significant benefits, which promotes the implementation of the project. Important progress has been made in the international cooperation on the protection of geographical indications, and the China-EU Agreement on the Protection and Cooperation of Geographical Indications has been signed and entered into force. Meanwhile, the protection and utilization of geographical indications also face many challenges. First, the coordination and unity of the system needs to be strengthened. Second, there is still a gap between the level of protection capability and the requirement to create a first-class business environment. Third, the review and accreditation system has yet to be improved. Fourth, product quality management and supervision need to be strengthened. Fifth, the brand value of geographical indications has not been fully manifested.

The "14th Five-Year Plan" period is an important stage for China to take advantage of the momentum to start a new journey to build a socialist modernized country in an all-round way and to march towards the second centenary goal after China has built a moderately prosperous society in an all-round way and achieved its first centenary goal. It is also a critical period for the construction of a strong intellectual property country. The demand for high-quality economic and social development is more urgent, and China's geographical indication work is facing important development opportunities. It is necessary to give full play to the advantages of China's super-large market and the potential of domestic demand, to meet domestic demand as the starting point and end point, to speed up the construction of a complete system for the protection and utilization of geographical indications, and to accelerate the adaptation to the new development pattern with the domestic cycle as the main body and the domestic and international dual cycles promoting each other, and cultivate new competitive advantages of China's geographical indication products.

## **2. General requirements**

### **(1) Guiding ideology**

Guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, fully implement the spirit of the 19th National Congress of the Communist Party of China and the 19th Plenary Sessions, closely focus on coordinating the promotion of the "five-in-one" overall

layout and the coordinated promotion of the "four comprehensive"<sup>1</sup> strategic layout, and implement new development concepts, fully implement the requirements of the Outline for Building a Powerful Intellectual Property Country (2021-2035), the National Intellectual Property Protection and Utilization Plan during the 14th Five-Year Plan, and the Opinions on Strengthening Intellectual Property Protection. Focusing on high-level protection, high-quality development, high-standard construction, and high-efficiency use, further improve the protection and utilization system of geographical indications, strengthen the protection of geographical indications, enhance the value connotation of China's geographical indication products, and promote the integration of geographical indications with the development of characteristic industries, ecological civilization construction, historical and cultural heritage and rural revitalization, and provide important support for advancing supply-side structural reforms, cultivating new drivers of economic development, and achieving sustainable development.

## **(2) Development goals**

The geographical indication system is further improved, the protection level is significantly improved, the application benefits is fully demonstrated, the market competitiveness and international influence of China's geographical indication products is continuously enhanced, and the important role of geographical indications serving the domestic cycle as the main body and the domestic and international dual-cycle development pattern is further reflected.

——The foundation of geographical indication protection is more solid. The efficiency and quality of geographical indication review and identification is further improved, the standardization system for geographical indications is further improved, the statistical analysis system for geographical indication protection resources is initially established, and a number of new demonstration areas for the protection of geographical indication products with remarkable features and results are established.

——The benefits of the geographical indications' utilization are more prominent. The brand effect of geographical indications is significantly improved, and the market competitiveness of geographical indication products is effectively enhanced. With geographical indication brands as the core, corporate trade logo and regional brands are combined, and the geographical indication brand system that develops together is more complete, and geographical indication related industrial chains are more complete.

——The scope of mutual recognition and mutual protection of geographical indications is further expanded. The breadth and depth of international exchanges and cooperation on geographical indication protection is further expanded, and the international market competitiveness of China's geographical indication products is further enhanced.

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<sup>1</sup> Translators note: <sup>1</sup> Five in one: economic construction, political construction, cultural construction, social construction, ecological civilization construction

"Four Comprehensives": "Completely build a moderately prosperous society, comprehensively deepen reform, comprehensively govern the country according to law, and comprehensively govern the Party strictly"

By 2025, the number of geographical indication identifications will maintain a stable and reasonable growth, the number of market entities using special geographical indication signs will reach over 18,000, and the annual direct output value will maintain a steady growth. Formulate and revise a number of national standards, local standards and group standards in the field of geographical indications, build 100 National Geographical Indication Product Protection Demonstration Zones, and promote more Chinese geographical indications to be protected overseas (the above indicators are all expected indicators).

### **3. Main tasks**

#### **(1) Consolidate the foundation for the protection and management of geographical indications**

1. Improve the legal system of geographical indications. Actively promote special legislation on geographical indications, carry out in-depth research and demonstration of geographical indication legislation, strengthen the comparative study of foreign geographical indication legal systems, and improve a unified geographical indication protection system in which special protection and trademark protection are coordinated. Clarify the rights content and protection scope of geographical indications, clarify the basic principles of administrative protection, the supervisory responsibilities of management agencies and the rights and obligations of relevant market players, optimize the protection procedures of geographical indications, improve the level of protection of geographical indications, and build a legal system for the protection of geographical indications with Chinese characteristics. (The Department of Treaty and Law, the Department of Protection, and the Trademark Office shall be responsible according to the portfolios).

2. Establish a coordinated and orderly unified identification system for geographical indications. The unified identification and three-dimensional protection mechanism of geographical indications shall be promoted in an orderly manner. Improve the identification mechanism for geographical indications, standardize the identification elements such as the names of geographical indications and the delineation of the scope of protection for different protection channels, uniformly standardize the identification elements such as the names of geographical indications for different protection channels and the delineation of the protection scope, optimize the identification process of geographical indications, and formulate and publish classification standards for products recognized for geographical indications. Promote the protection for primary agricultural products, processed foods, authentic medicinal materials, traditional handicrafts, etc. under the protection mechanism of geographical indications. (The Department of Treaty and Law, the Department of Protection, and the Trademark Office shall be responsible according to the portfolios).

3. Optimize the working mechanism of geographical indication examination. The rules and procedures for the review and determination of applications for the protection of geographical indications shall be strictly enforced, and the quality management system for the review of geographical indications registered as collective logo and certification logo shall be improved. Strengthen the means of informatization and promote the intellectualization of examination. Strengthen the capacity building of review and identification personnel and build a high-level

professional talent team. Actively play the role of experts in the fields of product technology, quality, standards, history and culture, and provide effective intellectual support for the review of geographical indications. (The Department of Treaty and Law, the Department of Protection, and the Trademark Office shall be responsible according to the portfolios)

4. Improve the standardization system of geographical indications. Give full play to the role of the Geographical Indication Sub-Committee of the National Knowledge Management Standardization Technical Committee and accelerate the construction of a geographical indication standard system covering the protection, use, management and service of geographical indications. Strengthen the research on key technical standards for the protection of geographical indications and advance the formulation and revision of national standards for basic general and product types of geographical indications. Strengthen the role of the government of the origin of geographical indication products in the implementation of geographical indication standards, and regularly monitor and evaluate the effect of the implementation of the standards. Encourage the development of foreign language versions of GI-related standards to enhance the international communication power of China's GI brands. Encourage the development of national standard samples of geographical indications. Support all localities to establish and improve standard systems based on local standards. (The Protection Department is responsible, and local intellectual property management departments participate)

5. Establish a dynamic management system for geographical indication protection resources. Standardize the data indicator system, analysis methods and data reports related to geographical indications. Promote the informatization construction of geographical indication protection resources management, establish and improve the geographical indication protection resource database and electronic application platform. Explore the establishment of a data release mechanism for the management of geographical indication protection resources and explore and study the publication of the annual bulletin on geographical indications. (The Protection Department is responsible, and local intellectual property management departments participate)

6. Strengthen basic theoretical research on the protection of geographical indications. Layout and build a number of national geographical indication protection theory research bases and carry out theoretical and practical research on geographical indication protection. Encourage the development of technology research and development in the origin of geographical indication products and the collection of counterfeit clues and strengthen the use of technical means to protect geographical indications. Publish typical cases and guiding cases for administrative protection of geographical indications. (The Office and the Protection Department shall be responsible according to the portfolios, with the participation of local intellectual property management departments).

## **(2) Improve the level of protection and management of geographical indications**

7. Strengthen the management of special signs for geographical indications. Further promote the reform of the use of special signs for geographical indications and improve the system for the use of special signs for geographical indications. Improve the level of intelligence and facilitation in the use and management of special signs for geographical indications and strengthen the supervision effect of the use of signs. Increase publicity and promotion efforts to raise the

awareness of legal users to standardize the use of special geographical indication signs. Optimize the information query service for the use of special logos for geographical indications and intensify efforts to disclose the supervision of the use of special logos to the public. Establish and improve reporting and complaint mechanisms and improve investigation and handling procedures. Strictly supervise and investigate and deal with violations of laws and regulations in which users of special logo for geographical indications fail to organize production in accordance with management norms or rules for the use of collective trademarks and certification trademarks. (The Protection Department is responsible, and local intellectual property management departments participate).

8. Strengthen the quality control of geographical indication origins. Promote the government of origin to strengthen the construction of quality infrastructure such as application standards, inspection and testing, and certification, and build a quality assurance system for government supervision, industry management, and producer self-discipline. Encourage the comprehensive use of big data, blockchain, electronic fences and other technologies to establish a source traceability mechanism for geographical indications with traceable sources, traceable destinations, and accountability. Implement the main responsibility of the producers of geographical indication products, strengthen the training of production and operation entities, strengthen the implementation, application, demonstration and promotion of the standards related to geographical indication products, and improve the quality management level of the producers of geographical indication products. Explore the grading of geographical indication production areas and the grading of product characteristics and quality, and scientifically and rationally set grading indicators and requirements. (The Protection Department is responsible, and local intellectual property management departments participate).

9. Strengthen the supervision of geographical indication protection. Improve the "double random, one disclosure"<sup>2</sup> administrative supervision mechanism, and focus on key geographical indication products to strengthen administrative protection. Establish a credit supervision mechanism in the field of geographical indications. Establish a list of random inspection objects for geographical indication protection inspections, and formulate a list of random inspection items, detailed work rules and a random inspection plan. Combined with the regional and seasonal characteristics of geographical indication products, strengthen the law enforcement protection of key geographical indications. For the geographical indication products in the demonstration area, high-value products, well-selling products and products of mutual recognition and mutual guarantee, strengthen the law enforcement and protection of illegal production and sales of the unauthorized use of geographical indications, and strictly regulate the use of geographical indications in marketing promotions and product packaging. Strengthen the regulating and crackdown on the use of free-riding, transliteration, word-translation, or marking "type", "variety", "style", "imitation" and other geographical indications "free-rider" on identical or similar products. (The Protection Department is responsible, and local intellectual property management departments participate).

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Translator's note: <sup>2</sup> "Double random" refers to random selection of inspection objects and random selection of law enforcement inspectors, and "one disclosure" refers to the timely disclosure of the results of random inspections and investigations to the public.

10. Enhance the public service capacity of geographical indications. Support and guide intellectual property public service institutions at all levels to carry out geographical indication information inquiry and retrieval, consultation, early warning, public lectures, special training, etc., and actively promote universities, scientific research institutes, library and information institutions to participate in providing geographical indication information public services. Relying on the intellectual property protection information platform, the national intellectual property big data center, and the national intellectual property public service platform, etc., coordinate the construction of geographical indication informatization, realize platform data sharing and interconnection, and promote the realization of "one-stop" geographical indications information services for the public. (The Department of Protection and the Department of Public Service shall be responsible according to portfolios, with the participation of local intellectual property management departments).

Box 1: Geographical Indication Protection Project

**(1) Implementing actions to improve the protection of geographical indications**

**1. Carry out a plan for strengthening basic disciplines of geographical indications**

Improve geographical indication review capabilities. Build a professional review talent team, strengthen professional and technical training, improve the professional ability of the review talent team, and promote the consistency of review standards. Build and improve the expert database of geographical indication examination and improve the professional level of technical examination of geographical indications.

Improve the geographic indication informatization work platform. Improve the electronic acceptance platform for geographical indication product protection applications, and fully realize the full process informatization services of geographical indication product declaration, acceptance, review, identification, and special mark approval. Enrich the functions of the geographical indication protection data management system, and realize the online reporting and statistics of geographical indication protection data resources, law enforcement supervision cases, etc.

Strengthen the formulation of geographical indication standards. Focus on basic terminology, product classification and coding, origin correlation analysis, characteristic quality control, and regional economic contribution evaluation, and promote the formulation of basic general national standards. According to the traditional characteristics, popularity and export volume of the products, the formulation of national standards for geographical indication products will be started in batches. Carry out the development of foreign language versions of geographical indication protection standards and protection requirements. Support all localities to formulate and revise local standards for geographical indications.



## **2. Carry out a GI fence plan**

Carry out the pilot reform of "decentralization, regulation and service" of special logos for geographical indications. Deepen the reform of the approval for the use of special geographical indication logos and promote the use of special geographical indication logos by market players to reach more than 80% coverage. Establish a management ledger for the use of special logos, improve the normalized supervision and inspection work system, incorporate the use of special logos into the annual supervision and spot check plan, and organize special spot checks on a regular basis. Collaborate to promote innovation in the supervision of the use of special logos, actively explore new supervision models, and implement the supervision responsibilities of local intellectual property management departments. Provincial-level intellectual property management departments are encouraged to disclose information related to special logos for geographical indications to the public, and to promote the inclusion of relevant services in the "good and bad" government affairs in the field of intellectual property, and the evaluation results are included in government performance evaluations in accordance with relevant regulations.

Build a demonstration area for the protection of geographical indication products. Make overall planning for the construction and layout of demonstration zones, take into account regional balance, and support the construction of multi-type, national and provincial multi-level demonstration zones such as "one district, one product" and "one district, multiple products". Focus on supporting the construction of 200 demonstration zones with perfect systems, distinctive features, outstanding benefits, rich humanistic connotations, and strong radiation belts. Increase the daily management and supervision of geographical indications in the demonstration area, strengthen the supervision of the use of special geographical indications, strictly investigate and punish illegal acts of geographical indications infringement, and promote the establishment and improvement of the basic quality system, credit system, collaborative supervision system, law enforcement and rights protection system, and publicity and promotion system in the demonstration area, further promote the demonstration experience, and play a leading role.

Strengthen the rights protection assistance for the protection of geographical indications. Establish and improve the working mechanism of rights protection assistance for geographical indication. Give full play to the role of the intellectual property protection center, connect with various public service platforms for rapid collaborative protection of intellectual property rights and assistance in rights protection, and strengthen the work of geographical indication rights protection assistance in combination with multiple dispute resolution and the establishment of an integrity system. Strengthen the assistance services for the protection of geographical indication rights in the fields of agricultural exhibitions and other commercial and trade circulation fields. Explore the establishment of an overseas intellectual property rights protection assistance mechanism, strengthen the

guidance on responding to overseas geographical indication disputes, and strengthen the early warning and prevention of overseas geographical indication disputes.

### **3. Carry out the potential exploration plan of geographical indications**

Build an analysis mechanism for geographical indication protection resources. Research and determine the content and format of geographical indication protection resources data, improve the geographical indication protection resource database, strengthen the design of resource analysis functions, and realize the automation of basic data reporting and analysis. Promote the establishment of an annual report system for geographical indication protection resources.

Carry out a thorough survey of potential geographical indication protection resources. Carry out a national survey of potential geographical indication protection resources. Based on the county, focusing on local products with unique quality, collect basic information data such as characteristic quality, special craftsmanship, human history, origin environment, geographical scope, and development status, as well as representative physical materials such as paper and images. Establish a basic database of potential geographical indication protection resources, and strengthen the protection of primary agricultural products, processed foods, authentic medicinal materials, traditional handicrafts, etc.

#### **(2) Implementing the protection project of geographical indication agricultural products**

Strengthen the protection and management of characteristic products. The characteristic agricultural products that meet the requirements shall be protected by measures such as the protection of geographical indication products, so as to achieve a reasonable production and processing layout, controllable product characteristics and quality, traceable production records, traceable sources, and traceable responsibility issues.

Promote the quality improvement of featured products. For the characteristic agricultural products that meet the protection of geographical indications, improve the protection mechanism, establish and improve the characteristic quality assurance system, technical standard system, inspection and testing system, give full play to the brand effect of geographical indications, strengthen the integration and development with important agricultural cultural heritage, etc., and create a batch of high-quality agricultural products. , Well-known and influential geographical indication agricultural product brand.

### **(3) Strengthen the brand building of geographical indications**

11. Strengthen the brand effect of geographical indications. Strengthen the brand cultivation plan and create a group of geographical indication brands with superior quality, high market share, good economic benefits and high popularity. Strengthen brand cultivation guidance, build a number of trademark and brand guidance stations around the geographical indication industry, strengthen guidance and services for the registration, use, management, protection and promotion of trademarks and brands of market players, and establish and improve trademark and brand management systems. Propaganda and promotion of a batch of classic cases of geographical indication products. Improve the geographical indication news release system and expand information release channels. Make full use of various activity carriers such as the National Intellectual Property Publicity Week, Intellectual Property Service Miles, and China International Trademark and Brand Festival to promote geographical indications and increase the influence of Chinese geographical indications. Carry out activities such as bringing geographical indication knowledge into campuses and rural areas. Promote the entry of geographical indication products into the community market and increase the public awareness and awareness of geographical indications. (The General Affairs Office, Strategic Planning Department, Protection Department, Application Promotion Department, Personnel Department, Trademark Office, etc. shall be responsible according to the portfolios, and local intellectual property management departments shall participate).

12. Enhance the brand value and influence of geographical indications. Focus on the combination of brand building and cultural heritage, highlight the characteristics of geographical indication brands, strengthen brand promotion and application, and enhance the influence and international value of geographical indication brands. Combined with local characteristics and needs, build a geographical indication display and promotion center, strengthen product display, brand promotion, cultural heritage, and create geographical indication business cards. Make good use of new media and expand marketing channels. In promoting the construction of the brand operation center, strengthen geographical indication brand research, brand design, brand positioning and brand communication, improve the geographical indication brand management system, and strengthen brand promotion and management. (The General Affairs Office, Utilization Promotion Department, International Cooperation Department, etc. shall be responsible according to portfolios, and local intellectual property management departments shall participate).

13. Create an exhibition featuring geographical indications. Make full use of large-scale exhibitions to hold geographical indication brand and product promotion activities, launch geographical indication brands, and promote the connection between production and sales. Encourage resource-rich places to create special geographical indication exhibitions, build geographical indication product brand exhibition halls and product experience places, and carry out brand value transmission and cultural dissemination in an all-round way. Encourage e-commerce platforms, exhibition service platforms, etc. to set up online special areas for geographical indication products and expand the promotion channels for geographical indication products. (The Utilization Promotion Department is responsible, and local intellectual property management departments participate).

#### **(4) Develop characteristic industries of geographical indications**

14. Establish and improve the development promotion system for GI-related industries. Clarify the development goals of geographical indication-related industries, plan the industrial layout, strengthen organizational leadership, and determine the responsible body. Establish a working coordination mechanism with market supervision, development and reform, finance, commerce, cultural tourism, rural agriculture, rural revitalization, etc., to promote the formation of a development pattern dominated by the production of geographical indication products, driving the linkage of upstream and downstream industries such as planting, storage, processing, transportation, sales, cultural tourism, etc. and promote the formation of regional brands and industrial clusters with scale and accumulation effects. Carry out research on regional economic contribution of geographical indication industry clusters. (Joint Office, Utilization Promotion Department, etc. shall be responsible according to the portfolios, and local intellectual property management departments shall participate).

15. Strengthen the benefit-sharing of geographical indication market players. Cultivate leading enterprises in the production of geographical indication products, encourage and support the development of industrial complexes, and strengthen benefit sharing through information exchange, technology sharing, and brand building. Establish a benefit-sharing mechanism among associations, enterprises, producers and other entities, strengthen services such as technical guidance and business incubation, improve supporting facilities, extend the industrial chain, improve the anti-risk capabilities of market entities, and accelerate the realization of the industrialization of geographical indications to drive the region characteristic economic development. (The Utilization Promotion Department is responsible, and local intellectual property management departments participate).

16. Strengthen the coordinated application to serve the development of the geographical indication industry. Comprehensively give full play to the unique advantages of patents in boosting technological breakthroughs and forward-looking layout, geographical indications in boosting variety protection and quality assurance, trademarks in boosting brand building and market expansion, etc. Services support the product development, production, packaging, sales and other links of GI related industries, give full play to the effectiveness of intellectual property rights, shape the brand of GI products related manufacturers, and promote the high-quality development of the GI industry. (The Utilization Promotion Department is responsible, and local intellectual property management departments participate).

17. Promote the cross-border integrated development of the geographical indication industry. Promote the integration of the development of geographical indication characteristic industries with the construction of ecological civilization, historical and cultural inheritance, etc., and promote the coordinated development of characteristic economy and ecological civilization. Promote the deep integration of geographical indications with the Internet, e-commerce, cultural creativity, eco-tourism and other industries, and promote the multi-industry linkage development that realizes economic benefits. Support research on the development of the geographical indication industry, actively explore to extend the industrial chain, expand industrial participation groups, and enhance the resilience of industrial development. (The Utilization Promotion Department is responsible, and local intellectual property management departments participate).

## Box 2: Geographical Indication Utilization Promotion Project

### **(1) Implement actions to enhance the brand value of geographical indications**

Enhance regional brand connotation. Combined with regional resource endowments, based on traditional advantages and planting and breeding habits, we will strive to build a high-quality geographical indication product base, and create geographical indication products with distinctive features and unique quality traits. Support the improvement of production facilities, protect the environment of specific production areas, and promote moderate-scale development. Improve the production standards, product quality standards and packaging standard systems of regional brands. Promote standardized production in brand bases, highlight technical standards and operational norms, implement standardized management of the entire process from production to market, and maintain the characteristic quality of geographical indication products in the region.

Assist in the promotion of geographical indication branding. Give full play to the characteristics of fast communication and wide channels of new media and integrate various media channels such as short videos and live broadcast platforms to carry out brand promotion actions for geographical indications. Encourage localities to carry out special promotion activities such as "endorsement for hometown geographical indications" to expand the audience of publicity.

Enhance the brand influence of geographical indications. Focus on selecting a batch of high-quality geographical indications, dig deep into product value and historical and humanistic stories, open up the chain of market research, product development, trademark registration, and brand planning and promotion, strengthen brand research, brand design, brand positioning and brand communication, create a high-end brand image by tailor-made, Intensive cultivation, and concentrated efforts.

Strengthen the dissemination of cultural knowledge of geographical indications. Comprehensively display and promote local characteristic products and strengthen people's awareness of geographical indication characteristic products. Focusing on the promotion of geographical indication products on World Intellectual Property Day, supplemented by publicity and promotion activities such as the entry of geographical indication products into variety shows, documentaries, and compilation of popular science books, to let the cultural stories, brand values and quality advantages represented by geographical indications be deeply rooted in the hearts of the people.

### **(2) Implementing GI empowerment actions**

Promote industrial integration. Promote the synergy of geographical indications with tourism and cultural industries, drive the multi-industry linkage development of catering, accommodation, transportation and other related industries, and increase the contribution

of geographical indications to regional economic growth. Focusing on the application of geographical indications, we will strengthen technical guidance, business incubation, financial support, and farmers' support, develop e-commerce and cold chain logistics, and promote industrial clustering and complex development. Using geographical indications as a link, drive the procurement of the local industrial chain, and guide the procurement of local resources in the processing, packaging, transportation, warehousing and other links of the geographical indication industrial chain.

Facilitate rural revitalization. Give full play to the leading role of agricultural operations on a moderate scale, increase the effective supply of geographical indication products, promote consumption upgrades, and promote agricultural products to jump to a high level of supply and demand balance. Taking geographical indications as a link, gather the forces of all parties to cultivate a group of local specialties with distinctive regional characteristics and unique quality traits, jointly promote the development of characteristic industries, give full play to the functions of industrial supply, ecological barrier, cultural inheritance, etc., optimize the ecological space for production and living in rural areas, stimulate the vitality of rural development, attract employment of the rural population, promote the prosperity of the industry, and realize the prosperity of agriculture and rich peasants.

##### **(5) Expand the foreign exchange of geographical indications**

18. Strengthen international exchanges and cooperation on geographical indications. Actively implement the China-EU Geographical Indication Protection and Cooperation Agreement, the China-France Geographical Indication Cooperation Protocol, and the China-Thailand Geographical Indication Protection Agreement, etc., and promote the negotiation and consultation of international mutual recognition and mutual protection of geographical indications with more countries. Strengthen exchanges and cooperation with foreign intellectual property institutions in the field of geographical indications and strengthen the exchange and information sharing of examination and accreditation standards. Strengthen the experience sharing of in the development of geographical indications with key joint construction of the "one Belt and one Road" countries and regions. Actively promote the excellent cases of China's geographical indication protection and application on multilateral and bilateral platforms such as the World Intellectual Property Organization. Carry out demand research and comparative research for relevant key countries and regions, study and judge the situation and policies of international cooperation and carry out legal and policy exchanges. Strengthen the guidance on the use of the Madrid channel to carry out the overseas registration of collective marks and certification marks. (The General Office, the Department of Treaty and Law, the Department of Protection, the Department of Application Promotion, the Department of International

Cooperation, and the Trademark Office shall be responsible according to the portfolios, and local intellectual property management departments shall participate).

19. Serving geographical indication products "going out". Support the organization of overseas Chinese geographical indication product promotion and exhibition activities. Encourage dealers in my country of foreign GI products that have been protected in China to use the official marks of Chinese GIs and guide relevant Chinese enterprises to use the official marks of EU GIs overseas. Carry out information collection on foreign geographical indication protection laws and policies, strengthen overseas dispute response guidance and information push, support companies' overseas rights protection, and promote the protection of geographical indication products overseas in accordance with the law. (The Office, the Protection Department, the Utilization Promotion Department, and the International Cooperation Department shall be responsible according to the division of responsibilities, with the participation of local intellectual property management departments).

#### **4. Safeguard measures**

(1) Strengthen organizational leadership. All regions, bureaus and relevant departments and units should attach great importance to strengthening organizational leadership, clarifying the division of responsibilities, closely coordinating and cooperating, improving the working mechanism, implementing the objectives and tasks proposed in this plan in light of the actual situation, formulating annual plans and supporting policies, and promoting the effective implementation of the plan. Strengthen the tracking and monitoring of the implementation of the plan, carry out mid-term evaluation and summary evaluation of the implementation of the plan through third-party evaluation and other forms, timely discover the problems existing in the implementation, and study and solve the countermeasures. (The Department of Protection and the Department of Utilization Promotion shall take the lead, and all departments and units of the Bureau and local intellectual property management departments shall be responsible according to the portfolios).

(2) Strengthen policy support. Strengthen fiscal, investment, financial, technological and other policies to ensure the protection and use of geographical indications. Introduce supporting policies and measures around the protection and management of geographical indications, industrial promotion, etc., and effectively promote the transformation from focusing on registration applications to focusing on protection and utilization, and from pursuing quantity to improving quality, and effectively ensure the implementation of the plan. (All departments and units of the Bureau and local intellectual property management departments shall be responsible according to the portfolios).

(3) Strengthen the construction of talent team. Increase the intensity of talent training, expand the scale of talent training, and establish and improve the talent utilization and incentive mechanism. Establish a multi-field, multi-level and high-level geographical indication think tank. Strengthen talent exchanges and accelerate the cultivation of a high-level talent team proficient in geographical indication policy research, international cooperation, brand cultivation, industry management, and protection and application. (All departments and units of the Bureau and local intellectual property management departments shall be responsible according to the portfolios).

(4) Increase publicity and guidance. Strengthen the interpretation of geographical indication policies and respond to social concerns in a timely manner. Strengthen typical publicity to improve consumers' awareness of geographical indication products. Establish and improve a multi-level geographical indication training mechanism and strengthen training on the protection of public welfare geographical indications. Innovate publicity and training methods, and publicize geographical indication knowledge through new media publicity, achievement exhibitions, forums and discussions. Pay attention to the profound historical and cultural value of geographical indications and give full play to the important role of geographical indication products in inheriting and innovating Chinese traditional culture. (The office takes the lead, and all departments and units of the bureau and local intellectual property management departments are responsible according to the portfolios).

**END UNOFFICIAL TRANSLATION**

**Attachments:**

No Attachments.