

Voluntary Report – Voluntary - Public Distribution

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Report Name: Japan Registered Foreign GI Products to Boost Exports

Country: Japan

Post: Tokyo

Report Category: Agricultural Situation

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Report Highlights:

On August 27, 2024, Japan's Ministry of Agriculture, Forestry, and Fisheries (MAFF) registered geographical indication (GI) protection for Pineapple Huaymun from Thailand, which is the third Thai GI item registered in Japan. As a result, MAFF is providing protection for six independently registered foreign GI items from Italy, Vietnam, and Thailand under the GI Act. Separately, Japan mutually protects many GI food items from the European Union and United Kingdom through Economic Partnership Agreements that are in force.

On August 27, 2024, Japan’s Ministry of Agriculture, Forestry, and Fisheries (MAFF) registered geographical indication (GI) protection for [Pineapple Huaymun](#) from Thailand, which was the third Thai GI item registered in Japan.

MAFF and the Department of Intellectual Property, Ministry of Commerce of the Kingdom of Thailand have worked together on geographical indication (GI) protection since March 2017 ([JA9073](#)). On July 20, 2023, MAFF registered GI protection for [DoiTung Coffee](#) and [Doi Chaang Coffee](#) from Thailand. In return, Thailand registered GI protection for [Kagoshima Wagyu](#) (*kuro-ushi*) and [Tajima Beef](#) on July 14 and July 19, 2023, respectively. [MAFF](#) stated that these would allow administrative crackdowns on counterfeit versions of those products in Thailand and would also protect against unrelated trademarks registered by third countries (i.e., counterfeit trademarks) in Thailand.

As of September 2024, MAFF provides protection for six, independently registered, non-Japanese GI items from Italy ([JA7118](#)), Vietnam ([JA9073](#)), and Thailand under the GI Act (see Table 1). Additionally, Vietnam proposed Buon Ma Thuot Coffee for GI protection in Japan, which MAFF is currently reviewing for eligibility.

Table 1. The List of Non-Japanese GI Products

ID#	GI Product	Country	Registered Date	GI Status
41	Prosciutto di Parma or Parma Ham	Italy	Sep. 15, 2017	Registered
107	Luc Ngan Lychee	Vietnam	Mar. 12, 2021	Registered
110	Binh Thuan Dragon Fruit	Vietnam	Oct. 7, 2021	Registered
138	DoiTung Coffee	Thailand	Jul. 20, 2023	Registered
139	Doi Chaang Coffee	Thailand	Jul. 20, 2023	Registered
156	Pineapple Huaymun	Thailand	Aug. 27, 2024	Registered
N/A	Buon Ma Thuot Coffee	Vietnam	N/A	Proposed

Separately, MAFF mutually recognizes foreign registered GI food products through Economic Partnership Agreements (EPA) that are in force. As of September 2024, MAFF protects 151 designated GI food items from the European Union and United Kingdom (note: alcoholic beverages are not included in these numbers since the National Tax Agency oversees GI protection for these products). Under this mutual recognition, MAFF does not audit the producers in those foreign countries, but MAFF enforces GI protection of those foreign GI products in the Japanese market.

Japan is aiming to increase agricultural product exports to two trillion yen (approximately \$15 billion¹) by 2025 and five trillion yen (approximately \$35 billion¹) by 2030 ([JA 2021-0103](#)). MAFF’s Intellectual Property Division oversees the GI Act and has been under the Export and International Affairs Bureau since July 2021. Japan is confident that the GI system will boost Japan’s exports of food products, enhance the brand image of Japanese products, and exclude imitation products in overseas markets ([JA2022-0064](#)).

Attachments:

No Attachments.

¹ \$1 ≈ 142 yen (Sep 9, 2024)