



GI 20/20 MISSION

20 YEARS AND MORE OF THAILAND'S GI

GI Executive's Talk

20 Years of Thailand's GI and Next Step with Stability and Sustainability.

Thai GI Products Registered in Japan

Doi Tung Coffee, Doi Chaang Coffee, Pineapple Hauymon

GI Best Support Awards

Top Contributors to Thai GI Products

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20 Years of Thailand Geographical Indication

The Next Step with Stability and Sustainability



On 20 July 2023, Department of Intellectual Property, Department of Commerce, organized “GI 20/20 Mission: 20 Years of Thai GI and Next Steps” to celebrate its 20th anniversary Thai Geographical Indication System and to announce a new mission towards driving Thailand’s GI system to its 21st year, with an aim to create more values for community products to drive Thai economy from its foundation and elevate Thais’ quality of life sustainably.

Geographical Indication: GI is a type of intellectual property, a mark for products with specified source of origin indicating quality and a clear source, which in turn is a community right. In international trade platform, GI products are protected by Trade-related Aspects of Property Rights: TRIPS) which Thailand joined as a member since 1995, and then in 2003, it passed GI bill.

Throughout these 20 years, GI has been an essential mechanism in adding more value to local products, which now exceeds 51 billion baht annually already from 191 GI products from overall Thailand, and 20

GI products registered abroad. Moreover, Department of Intellectual Property has registered 8 Thai GI products in 32 different countries featuring, Thung Kula Rong-Hai Thai Hom Mali Rice, Doi Tung Coffee, Doi Chaeng Coffee, Sangyod Muang Phattalung Rice, Phetchabun Sweet Tamarind, Lamphun Brocade Thai Silk, Isan Indigenous Thai Silk Yarn, and Lamphun Golden Dried Longan. GI 20/20 Mission: 20 Years of Thai GI and Next Steps” is a collection and a reflection of successes of Department of Intellectual Property in driving GI policy



towards job and earning creation for Thai GI businesses.

Next Step of Department of Intellectual Property

In the past, Department of Intellectual Property has driven community economy through GI policy via missions in 3 aspects, i.e., 1. Pushing towards GI registration of Thai products, 2. Promoting quality control system to maintain product quality and the usage of Thai GI mark, and 3. Promoting potential commercial use. In future, Department of Intellectual Property determines to establish networks as well as add more values to GI products in all dimensions through the mission to drive Thai GI policy to future as followed.

1. Turning Department's role in GI from Regulator into Facilitator, this will change this GI regulating agency to the new aim as a "facilitator" or the agency assisting on GI matters in all aspects, particularly on commercialization of Thai GI products. This aims to increase the sale volume of Thai GI products and sustain long-term incomes for local GI farmers, producers, and entrepreneurs.

2. Creating networks of tourism industry in conjunction with Thailand's GI. Department of Intellectual Property aims to connect GI products to tourist attractions


Thailand's Geographical Indication system is an essential mechanism to add values to local products from overall Thailand. Now their market values already exceed 51 billion baht annually for over 300,000 households.


such as naming "GI Village" to promote the sources of GI products connecting with other nearby attractions, and mapping suggested "GI route" for prospective visitors.



3. Creating networks of food industry as now out of 191 GI registered products Thailand has, 156 are listed under agricultural or processed agricultural products. This is a very outstanding chance for Thai GI products to grow even further in food markets including pushing towards fine dining menus, promoting over 1,400 "Thai Select" restaurants globally to use and import Thai GI products as their regular materials, and promoting "GI@Home" campaign that encourages Thai families to use local products with pride to boost domestic GI product sales.

4. Promoting more channels for GI products and more cooperations with alliances such as expanding online channels for domestic and international markets, empowering GI products to be present in global supply chain and creating GI e-Directory allowing consumers to reach GI product sellers." This also means to push more products to allied channels along with better GI product quality control to maintain quality and unique properties of products. There are also campaigns to strengthen GI producers and businesses, raise better awareness among public, promote better access to GI products directly from sources, enhance Thai GI product incredibility to reach international level, and combine Thailand geographical strengths, improve Thai GI products images to grow sustainably at international level.

The Department is highly confident that the attempt to drive Thai GI system will play an essential role in improving life quality and livelihood of producers and businesses of Thai GI products, and be a part to establish a sustainable growth of Thai economy. ♦



2nd GI Go Online Market

Department of Intellectual Property organized a significant event “GI GO Online” for the second time to lead Thai GI products to online platform in order to boost product sales and adapt to digital commerce age led by Kanitha Kungsawanich, Deputy Director General and the team to offer intensive lessons



for over 200 Thai GI businesses introducing professional online marketing strategy to attract more customers. This aims to push GI products to currently leading platforms including Lazada, Shopee, and Tiktok during 14-15 June 2023 at Miracle Grand Convention Hotel, Bangkok. For those interested in these training sessions, all sessions were recorded and are ready for viewing at YouTube:GI Thailand Official Channel



GI 20/20 Mission: 20 Years

HE Jurin Laksanawisit, Deputy Prime Minister and Minister of Commerce, offered an opening remark for “GI 20/20 Mission: 20 Years” event. There were many interesting activities featuring “20 Years Thai GI and the next step talk”, an exhibition of Thai and international GI products, consultation sessions for Thai GI entrepreneurs by international consultants, bilateral GI cooperation conferences with China and Japan, Japan and Thai GI registration certificate granting ceremony, GI Best Support Award granting ceremony. Also the overall event feature Chef Chumpol Jangprai, Thailand’s Michelin star chef, creating menus from GI products, demonstrating great potentials for stable progress to 21st year in creating added valued to community products and empowering local economy for better quality of life and wellbeing of people.



Doi Chaang Coffee and Doi Tung Coffee Registered as GI Products in Japan

Department of Intellectual Property and Ministry of Agriculture, Forestry and Fisheries of Japan held GI registration certificate granting ceremony for 2 Thai GI products: Doi Chaang Coffee and Doi Tung Coffee, both from Chiang Rai. At the same event, Thailand granted 2 GI products for Japanese products: Tajima beef and Kagoshima beef for Thailand by Mr. Vuttikrai Leewiraphan, Director General, who remarked that “the fact that Japan registered 2 Thai GI coffee products benefited Thailand greatly. This means that Thai GI coffees are more accepted in Japan, and consumers are willing to pay more for products with GI marks. Both are good news for Thai GI businesses.” Not long from now, Pineapple Hauymon from Uttaradit, recently filed for registration, is expected to be grant GI status soon.

GI Market 2023



Department of Intellectual Property opened “GI Market 2023” event with the myriad of Thai GI products to the heart of Bangkok, inviting Bangkokians to visit, shop, taste, and enjoy top quality products from more than 60 vendors from all over Thailand, with many special activities including GI product cooking demonstration from famous Chef Book from Foodwork TV program, mini concert from many famous artists like Atom Chanakan, Ploychompoo, Watcharawalee, Cham Chamrum and more. The event was 31 July – 06 August 2023 at Central Rama 9 Shopping Center. This GI Market 2023 event is considered as a significant part of market expansion attempt to sustainably increase income from Thai GI farmers, producers, and business.

GI Registration in Japan

Stresses Quality of Thai GI Products

Department of Intellectual Property revealed the exciting news of successful GI registration abroad, by completing GI registration in Japan of 3 quality products – Doi Tung Coffee, Doi Chang Coffee, and Pineapple Hauymon, affirming the excellent quality of Thai GI products at international level.

Many have long known that Japanese products are of high quality. This is because Japan seriously emphasizes on food and agricultural produce safety as Japanese government sets standards and issues strict law and regulation on this matter, as well as establishes a right understanding for society to realize the importance of food safety, value buying quality products with higher price for better quality, safety, and reversely traceable.

Therefore, in order to be accepted by Japan, Thai products must have good

Pineapple Hauymon – a key economic crop of Uttaradit. All have uniqueness including:

Doi Tung Coffee is an arabica coffee grown within Doi Tung Development Project, Chiang Rai, at the elevation of 800-1,200 meter from mean sea level. Then it is harvested, processed, and sorted before roasting to perfection, by local



They are ideal for green bean coffee and roasted bean with unique coffee aroma and taste.

Pineapple Hauymon is a smooth cayenne variety of pineapple with a thin skin, shallow eye, thick and soft flesh with golden color. It is sweet and smooth taste, mainly grown in Hauymon Subdistrict and Nam Phai Subdistrict, Nam Pat District, Uttaradit Province.

Doi Tung Coffee and Doi Chang Coffee were successfully registered on 20 July 2023, while Pineapple Hauymon is pending upon registration in Japan. This GI registration of Thai product in Japan is considered a key step for Thai GI products to be accepted and protected in Japan, after successful registrations for protection in EU, India, Indonesia, Cambodia, and Vietnam.

Registrations of Thai GI products abroad is the process of adding value and expanding Thai trade opportunities for Thailand, and bringing more income to the Country and local communities in a sustainable way. ♦



community within the area to the finest aromatic coffee.

Doi Chang Coffee is a selected arabica coffee, grown in the valley of Doi Chang, Wavée subdistrict, Mae Suai District, Chiang Rai Province, at the elevation of 1,000-1,700 meter from mean sea level.



quality and pass standards. Lately Ministry of Commerce of Thailand in cooperation Ministry of Agriculture, Forest, and Fishery of Japan pushes 3 Thai GI product registration in Japan featuring Doi Tung Coffee and Doi Chang Coffee – both famous coffees from Chiang Rai, and



GI Grants 5 GI Best Support Awards to Thai GI Benefactors

On the path of the determination of continuing Thai wisdom and Thai farmer sustainability. Thai GI products have been excellently supported all along, in this 20th anniversary on 20 July 2023, there are award ceremony for 5 different branches of Thai GI product supporters for the current achievements.



1. Law and Protection of Thai GI Products Branch

Mrs. Patchima Thanasanti, Former Director-General, Department of Intellectual Property

"I feel excited when I learnt that I obtained the award. I am very pleased that the Department still misses me. This award on Law and Protection of Thai GI is

precisely the work I did including laying fundamental GI system according to international standard and processes for Thai context. With excellent local community cooperation and management, Thai GI products are now protected with Thai law and abroad. After my retirement, I have still worked in GI as a member of GI committee twice, GI law committee, guest lecturer on GI law, and some other consulting jobs for various agencies and enterprises on GI product registrations."

In the past, GI works have helped strengthen local communities, boost incomes, and retain local population, so they do not need to seek job elsewhere. This is one of the prides I have. The second one is to establish acceptance of Thai GI products domestically and internationally. Back then GI was nothing among Thais, but now after 20 years, more farmers are better aware and want their local products to register GI. So before retirement, 1 province 1 GI product project was initiated and passed on. Now all 77 provinces of Thailand have at least 1 GI product each. So it is pleasant to know that the

Department has developed GI further in various aspects including expanding market channels online and offline, improving packaging and design, and quality control that makes communities realize the importance of GI, which helps them add more values to products. So I wish to see the Department developing this further.



2. Sustainable Support for Thai GI Community Branch

Thanawat Jirajariyavej, Chief Commercial Officer, Central Food Retail Company Limited, A Central Retail affiliate company.

"Tops is proud to be a part that can help support GI farmers and entrepreneurs of Thailand, so they can elevate their quality of life, generate income, and establish sustainable strength for over 10,000 households over Thailand. For this, we must thank Department of Intellectual Property, Ministry of Commerce, that see our true determination and granted us this precious award to Tops. In the past, we have supported GI products to add more values to products, and add more distributing channels through all 33 "Jing Jai Farmer's Market", especially the branches at Central World and Central Bangna which serve as model or prototype branch collecting all GI products with seasonal products circulating all year round. This also serves as public relation channel connecting Thai and international consumers, letting them know more about unique local Thai products, this is another pride of ours, and another successful step to help create opportunities for GI farmers and businesses.

Furthermore, we regularly cooperate with Department of Intellectual Property signing agreements to purchase future GI



products at fair prices and sharing advices and knowledges of developing products to better match customers' needs. Tops also plans to increase more GI product public relation activities via various channels and educating customers about stories of cultures and local wisdom. This means to create good images to support local farmer groups and small businesses to have better business opportunities for sustainable growth."



3. Best Supporting Marketing Channel for Thai GI Products Branch

Mr. Somphol Tripopnart, Chief Executive Officer, Shopping Mall Operator, MBK Public Company Limited

MBK is very proud of this Best Supporting Marketing Channel for Thai GI products. Throughout the past 4 years, MBK intended to support and promote GI products to be widely known. We would like to thank Department of Intellectual Property, Ministry of Commerce that the Department continues to have trust in us as an alliance in organizing GI Fest since 2020 till now. This allows opportunities for Thailand's best products to reach Thai customers and international visitors through all shopping malls of MBK including MBK Center and Paradise Park without charging. This is our mission to help drive local community economy, make Thai GI products to be better known, generate income for communities and local economy, express local cultures and identities, to international visitors. This is something we are strongly proud of.

This year, MBK in collaboration with Department of Intellectual Property, Ministry of Commerce will hold GI Fest 2023 for the 4th consecutive year during

23-27 August 2023 at Center Hall, Floor G, MBK Center. Meanwhile, we have further plan to organize this in other premises of MBK chains featuring Paradise Place, The Nine Center Rama 9, and The Nine Center Tiwanont, which are all ready to support various activities of GI products as well as any other useful activities of Department of Intellectual Property.



4. Original GI Business Branch Sinsamut Srisaenpang, GI Business - Thung Kula Rong-Hai Hom Mali Rice "Srisangdao" Brand Owner

"I am really pleased that our long-dedicated work is now appreciated by authority and feel proud of this recently won awarded. Earlier when I started Srisangdao brand, I barely knew anything until now we can export Thung Kula Rong-Hai Hom Mali rice as the first GI product from Thailand, and the first rice from Asia to be registered as GI product in Europe. Also we are the first to export the Middle East from Thailand. For me, GI is a well-recognized standard at international level, therefore GI allows small brands like us get a chance to export, and with special uniqueness of Thung Kula Rong-Hai area of soil and weather, all makes our Hom Mali or Jasmine rice a unique quality of fragrant and softness from other rice."

Besides, the key success came from the contest that allow more consumers to know more about Thung Kula Rong-Hai Hom Mali rice, and special rice farming method 'direct seeding' of Srisangdao brand, from that point, I then work with Somchana Kangwarnjit, the designer who has brought our stories and values to design our package made from recycled rice hulls. This new design won 18 best design awards from around the world. This also exposes our Thung Kula Rong-Hai

Hom Mali rice better known and adds more values to products. This success is just the beginning as we plan to expand our growing field from 1,000 rai to 10,000 rai. This means that if our products go well, our farmers will be able to rely on themselves sustainably and with honors."



5. Value-Added to Thai GI Product Branch

Panyawat Pitaksawan - Product Designer

"I am really glad. Personally I got chances to help design various packaging to add more values to GI products, I have been a part of the project for 5-6 year already. Usually for a design work, we usually work with big corporations with branding, rebranding, brand design process, the chances to work with Thai business or packaging design to be more acceptable internationally are very inspiring for my working. Many entrepreneurs do not have a lot of resources for design, we can help many businesses because I consider packaging values 50% importance. It means packaging does help support the product inside and another 50% is the genuine value of product inside.

My usual design style is a contemporary Thai style, which might be a reason I get chances to work with GI. In the past, I got chances to design not only product packaging, but also souvenirs and premiums for GI, which in future I still want to be a part of this. I see this as an aid to Thai entrepreneurs and help make Thai products even more famous. I am really happy about this." ♦

Exquisite Thai Set Meal – Strengthening Thai GI Products with Local Identity



Premium GI Menu for Very Special Night

From specified and unique sources to premium GI products, then prepared by finest chefs, i.e. Chef Chumpol Jangprai - 2 Star Michelin Star Chef, Chef Andrea Accordi, Executive Chef, Four Seasons Hotel Bangkok at Chao Phraya River, and Chef Anchalee Ponrangsit, Head of Banquet team, Four Seasons Hotel Bangkok at Chao Phraya River, all selected 21 of top quality GI products to create a special 6-course meal featuring delicious menu that cannot be found anywhere else, to celebrate the 20th anniversary of “GI20/20 Mission: 20 Years and The Next Step of Thai GI Products”

Chef Chumpol, a Michelin-star chef, who uses Thai GI products to create menus, also offered a demonstrating cooking session on **main dishes serving that dinner**. Chef Chumpol added that “GI products are top quality products of that areas, and I have created many dishes from these unique and top-quality products together named **“Real Dishes of Thailand, GI of Siam”**. These feature seared Songkhla Lake Seabass with Namya curry sauce using Thap Sakae Coconut, Southern style curry with Suphan Water Chestnut, served with Phattalung Sangyod Rice baked with Salted Fish Kulao Tak Bai, Sisaket Garlic, and Sisaket Shallot.” This helps make Thai GI products better known, and inspires fine dining circles, and general public to use GI products and propel GI products

Since GI products have identities connected to geographical locations, Department of Intellectual Property continues the trend of Soft Power on food through various missions including creating network for GI products to add values in various dimensions, particularly those food industry networks which Thailand is ranked by “Global Soft Power Index 2022” of Brand Finance at the 35th place out of 120 countries worldwide, and the 6th place in Asia. This confirms Thailand’s strength in cultural capital in food, which can be modified to earn more income to Thailand.

Currently 191 Thai GI products are registered which 156 products are of agricultural produces or processed



agricultural products, accounted for 81.67% of total registration. This will propel Thai GI products to grow in food industry with ease. Additionally Thai GI products were crafted into fine dining menu for APEC Meeting 2022 in Thailand as well as 20th anniversary of Thailand’s GI products on “GI20/20 Mission: 20 Years and The Next Step of Thai GI Products” on 20 July 2023 at Four Seasons Hotel Bangkok at Chao Phraya River. This was a part of value-adding activity to GI products.



scallop salad dressed with Ban Paew aromatic coconut water, bitter orange, and plantain chip.



21 Thai GI products featuring Songkhla Lake Seabass, Thap Sakae Coconut, Suphan Water Chestnut, Phattalung Sangyod Rice, Salted Fish Kulao Tak Bai, Sisaket Garlic, Sisaket Shallot, Surat Thani Turmeric, Photharam Preserved Radish, Bo Kluea Nan Rock Salt, Muang Petch Palm Sugar, Trang Pepper, Chaiya Salted Egg, Ban Paew Aromatic Coconut, Bang Phae Giant Freshwater Prawn, Pakchong Khaoyai Sugar Apple, Chiang Rai Phulae Pineapple, Nanglae Pineapple, Khaoyai Wine, Doi Tung Coffee, and Chiang Rai Tea.

This is one of many attempts to propel GI products to be better known in wider circles. The Department has plans to expand this to networks of Thai restaurants, particularly over 1,400 'Thai Select' restaurants worldwide, to choose Thai GI products as their ingredients. This means to express Thai uniqueness and stories to international customers who already admire Thai food, to learn more stories behind Thai GI products. Hopefully, beyond the impressions of these unique tastes of GI products, it would inspire them to travel to visit the origins of Thai GI products further. ♦

with local flares to premium market further.

While the duo chefs from Four Seasons Hotel Bangkok at Chao Phraya River created another 5 menus, while chef Anchalee shared more about each dish that **“The first dish is Crab Larb served with small coconut pancake topped with crab meat and Chaiya Salted Eggs.** Chaiya Salted Egg is chosen for its balanced saltiness and fattiness for cooking. The second dish is **scallop salad dressed with Ban Paew aromatic coconut water, bitter orange, and plantain chip.** This dish, we used fresh coconut water to elevate fresh taste of scallop, make it overall refreshing. The third dish features **Bang Phae Giant Freshwater Prawn in herbal broth with enoki mushroom.** Bang Phae Giant Freshwater Prawn is chosen for firm meat, rich in roe, as it goes very well with our clear broth with the smell and taste of local herbs. The fourth is our **star dessert**, a seasonal fruit, that is, **Pakchong Khaoyai Sugar Apple in Thap**



Thap Sakae Coconut Macaron and Kalamae Financier

Sakae Coconut Milk. We uses both GI products - Pakchong Khaoyai Sugar Apple, and Thap Sakae Coconut. Sugar apple lends its refreshing feeling, while coconut milk is rich and fragrant. The last dish is **Petite Four, a set of treats serving with coffee or tea – Thap Sakae Coconut Macaron and Kalamae Financier**, along with 2 GI fruits like **Phu Lae and Nang Lae Pineapple from Chiang Rai.** Along with the main meal, **Khao Yai wine is served to complement, and the meal ended with Doi Tung Coffee and Chiang Rai tea.**

All dishes are creatively prepared from



Crab Larb served with small coconut pancake topped with crab meat and Chaiya Salted Eggs



Bang Phae Giant Freshwater Prawn in herbal broth with enoki mushroom

Explore the IG products through the GI 20th anniversary exhibition.



GI Trip today will take our readers to GI Exhibition “GI 20/20 Mission: 20 Years and The Next Step for Thai GI” which was held for the special occasion of the 20th anniversary of Thai GI on Thursday 20 July 2023 at Four Seasons Hotel Bangkok at Chao Phraya River.”

In this event, 38 GI products are on exhibition, while 10 Thai GI products were chosen to join along with other 28 international GI products, 18 from EU, 1 from UK, 7 from China, and 2 from Japan. All are shown in 28 different booths to visitors to try and taste, so they can learn more about GI products around the world.

Thailand exhibits 10 GI products, featuring

1. Thung Kula Rong Hai Hom Mali Rice - This booth does not only offer a

genuine product, but also cook rice for visitors to taste this soft and fragrant rice by themselves.

2. Sangyod Muang Phatthalung Rice - a local rice of Phatthalung – the stand brought this local rice for visitors to see and taste.

3. Doi Chang Coffee – This booth offers free taste of Doi Chang Coffee.

4. Doi Tung Coffee - visitors were drawn to the booth by its aroma from its coffee brewing show and free sample.

5. Chiang Rai Tea - Not only coffee,



but tea was on offer as well, with an intricate tea brewing process for visitors to taste.

6. Khao Yai Wine from GranMonte. The exhibitor demonstrates the whole Khao Yai wine line featuring Sparkling Wine, White Wine, Red Wine, Rose Wine, and Sweet Wine for free sample.

7. Songkhla Lake Seabass - The booth offers sample salted seabass, crispy fried seabass skin, and smoked seabass, for all to try.

8. Banphaeo Aromatic Coconut - a leading product of 3 districts of Samut Sakhon serving refreshing aromatic coconut water for visitors to taste.

9. Trang Pepper - This booth displays green peppercorns, dry peppercorns,





grounded pepper of black, white, and red peppercorns, for visitors to taste.

10. Praewa Kalasin Thai Silk - visitors can experience silk making and weaving to create intricate and meticulous pattern of Phu Thai people's handicraft heritage.

28 International GI Products feature:

18 GI products from EU feature 8 from **Greece** 1) Lakonia Olive Oil 2) Eliá Kalamatas Olive 3) Feta Cheese 4) Kefalograviera Cheese 5) Ouzo of Thrace Spirit 6) Cyclades Wine 7) Aegean Sea Wine 8) Laconia Wine

6 from **Italy** 1) Terre Siciliane Wine 2) Aceto Balsamico di Modena Balsamic Vinegar 3) Sicilia Olive Oil 4) Parmigiano Reggiano Cheese 5) Grana Padano



Cheese 6) Pomodorino del Piennolo del Vesuvio Tomato

4 from **France** 1) Pont-l'Évêque Cheese 2) Roquefort Cheese 3) Saucisse de Montbéliard Sausage 4) Jambon De Bayonne Ham

1 From **United Kingdom**, Scotch Whisky

Besides, GI products from Asia include 7 GI products from **China** - 1) Fenghuang Dancong Tea 2) Guizhou Moutai Jiu Spirit 3) Pu'an County Black Tea 4) Dehua White Porcelain 5) 53° Junpin Xijiu Spirit 6) 53° Xijiu Jiaocang 1988 Spirit and 7) 53° Jinzuan Xijiu Spirit, and 2 GI products from **Japan** - 1) Fukamushi Kikugawacha Green Tea and 2) Tanegashima Annou Imo Sweet Potato.

Visitors were welcome to view and taste Kagoshima Wagyu beef served in the event, and got chances to learn more about uniqueness and quality of GI from different locations and countries which give quality and uniqueness of GI products. ♦



Geographical Indication Registration and GI Thai **Kanitha Kungsawanich** Deputy Director General

One of the key strengths of Thailand is the role as a forefront producer and distributor of agricultural products in the world. In 2022, more than 23.7 million tons of agricultural products were exported, valued at over 536 billion baht. With all advantages in biodiversity, geography, climate, and local wisdom passing down for generations, agricultural promotion now focuses on developing agricultural industry structure towards value adding by emphasizing diversity of identity. So GI now plays an direct and important role in adding values to agricultural products and community products. Now Department of Intellectual Property has registered 211 GI products in Thailand and abroad, of which 191 products of Thailand, and 20 international products from 9 countries including France, USA, Italy, Scotland, Peru, Vietnam, Cambodia, and Mexico. Now the Department enrolled 2 GI products of Japan, that is, Tajima Beef, and Kagoshima Beef. Furthermore, there are attempts to register Thai GI products abroad. There are 8 GI products already registered in 32 countries. Recently Ministry of Agriculture, Forest, and Fishery of Japan, registered 2 Thai GI products, that is, Doi Chaang Coffee and Doi Tung Coffee. Now, GI registration has helped create market values of 51 billion baht per year for Thailand and the Department will continue to promote GI product market domestically and internationally.

“Thai GI determine to create even more value to unique local agricultural products, bringing more income to local communities for stronger economy.”



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“GI 20/20 MISSION : 20 YEARS AND THE NEXT STEP OF THAI GI”

ORGANIZED ON THURSDAY 20 JULY 2023
AT FOUR SEASONS HOTEL BANGKOK AT CHAO PHRAYA RIVER



20 KEY MOMENTS
OF THAI GI OR
“GEOGRAPHICAL
INDICATION”



FOOTAGE – THE PRIDES OF
THAI GI PRODUCTS – OVER
20 THAI GI INGREDIENTS IN
VERY SPECIAL MENUS



20 YEARS
GEOGRAPHICAL
INDICATION