



EU-CHINA

GEOGRAPHICAL INDICATIONS AGREEMENT



CHINA :
A MARKET OF
1.4 BILLION
CONSUMERS

China is the **second destination** for exports of EU agri-food products, reaching **€12.8 billion** for Sept. 2018-Aug. 2019.

+13.5%
In 1 year

The Chinese market is a **high-growth** potential market for European food and drinks, with a growing middle class with a **taste for iconic European products**. It also has a well-established **geographical indication** system of its own, waiting to be further discovered by EU consumers thanks to this agreement.

100 EU GEOGRAPHICAL INDICATIONS PROTECTED IN CHINA CHINESE GEOGRAPHICAL INDICATIONS PROTECTED IN THE EU

The EU-China GI agreement is the **a landmark treaty** between the European Union and the People's Republic of China. It is a concrete example of cooperation between two parties and reflects openness and adherence to international rules as a basis for trade relations.



THE EU LIST OF GIs to be protected in China include products such as :

Mozzarella di Bufala Campana



Languedoc



Elia Kalamatas



Münchener Bier



Among **THE CHINESE PRODUCTS**, the list includes for example :

Wuyuan Lü Cha
(Wuyuan Green Tea)



Chaidamu Gou Qi
(Goji Berry)



Panjin Da Mi
(Panjin rice)



Wuchuan Yue Bing
(Wuchuan Mooncake)



Following the conclusion of the negotiations, the agreement will now go through legal scrutiny. On the EU side, the European Parliament and the Council will then be asked to give their approval. The agreement is expected to enter into force before the **end of 2020**.

Four years after its entry into force, the scope of the agreement will expand to cover an additional **175 GI names from both sides**. These names will have to follow the same registration procedure than the 100 names already covered by the agreement.