

The quality of agri-food products in the Mediterranean area: policy, regulation and economy for the organic and the typical products

TIBIO-MED

Setting up a joint and multidisciplinary Working Table between experts and researchers delegated by Ministry of agriculture aimed at developing strategies and tools for the recognition, and valorisation of typical and organic products



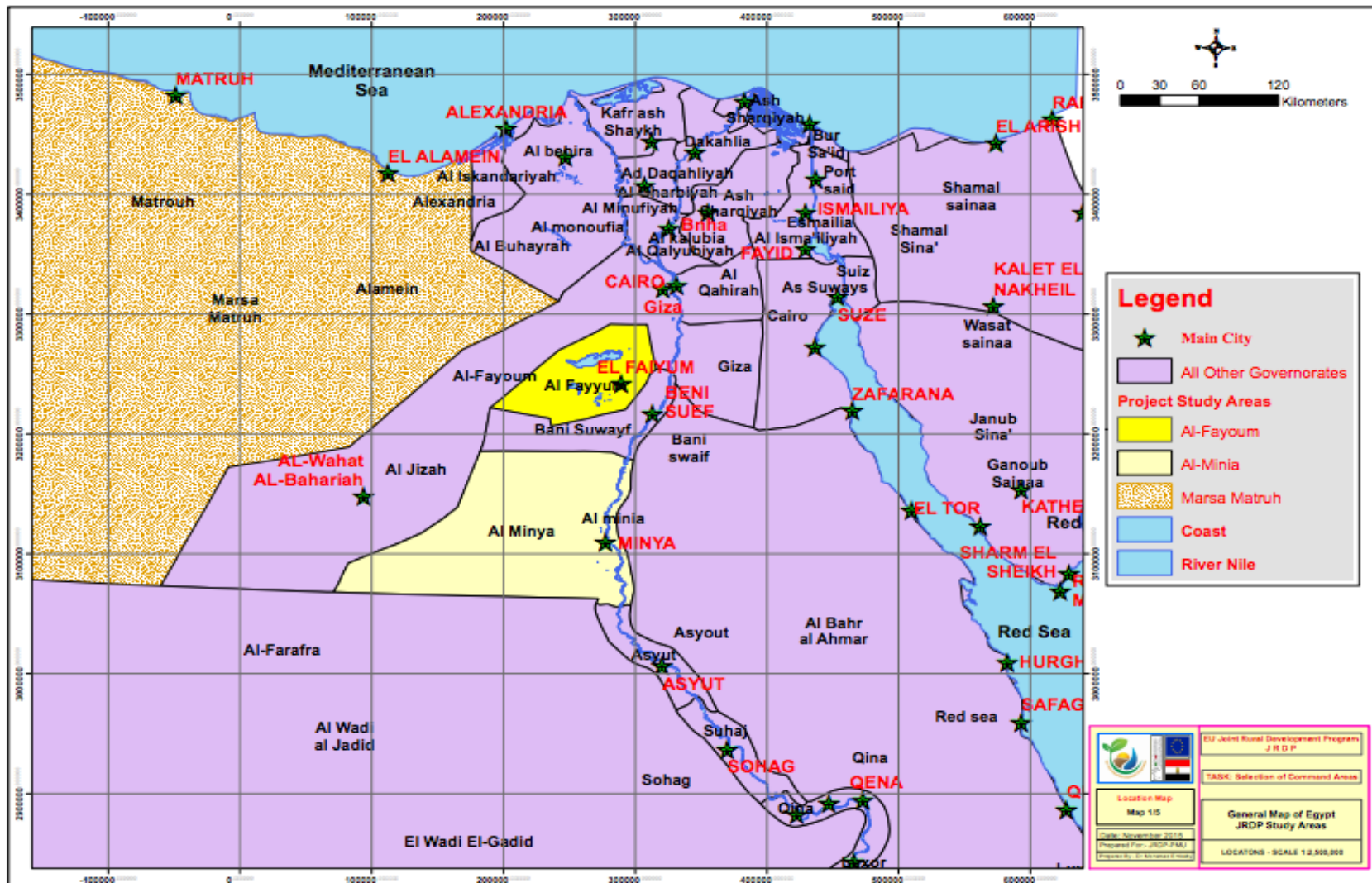
CIHEAM Bari (Valenzano-Italy) - 15-16 January 2018

TITLE SLIDE

- Country Profile
- Strategies



Country Profile



Country Profile

- Egypt has potentials in adopting typical products GI systems.
- Current projects supporting the movement of typical products (GI) in Egypt:
 1. Promoting Geographic Indication “Typical Products in Matrouh”.
 2. Further steps on the way toward enhancing Ecotourism in Fayoum
- It requires regulatory framework that secures its sustainability.



GI Options for the strategy of origin differentiation

Option 1 territorial

- Establish the general differentiation for the territory for all products and later on work on pilots GI
- Territory identity shall reflect the geographical and human environment of the government and act as a label for all the stakeholders that are capable to align to simplified guidelines and values
- Research on the culture identity of the territory (Matrouh, Siwa, Dumyat, Sohag,.. Etc.)
- The label (“Product of Matrouh”) shall act as an umbrella trade indication



Option 2 selective approach

- Establish the origin differentiation or limited products .
- Establish objective elements of a local agri-food system that could support the promotion of the origin.
- Creation of one organization for each selective product and work on the qualification, remuneration and reproduction
- Registration of figurative trademark.
- High risk of exclusion. (selective strategies eliminates some from the beginning and the registration or the use of the name (Marsa Matrouh) will create tension and may be eventually challenged.
- No opportunities to capitalize on the general image of the tirretory (i.e. Matrouh or Marsa Matrouh).



SWOT analysis – origin-differentiation in Egypt

Strengths

- Visible identity in the governorate of Matrouh: Tourism/ Patrimony/ traditions preserved especially with regards of the production.
- Reputation of productions in Matrouh at least nationally.
- Recent creation of the cooperative MADAD (credibility of the collective strategy).

Weaknesses

- Short technical problems (conservation, transportation, irrigation, etc..)
- Weak marketing (failure in communicating quality differences).
- Lack of own-brand strategies by producers.



SWOT analysis – origin-differentiation in Egypt

Opportunities

- Attention of international projects (MARSA DEV, NEMO, EU-JRDP, PRIMA)
- Potential for international reputation greater propensity of consumer // deeply-rooted products.
- Almost 100% organic (other tools of differentiation)

Threats

- Literacy of standards required for markets.
- Low market prices.
- Low demand.
- Willingness of consumer to pay.
- Market and consumer culture.



Public authorities have a role in supporting GI's sustainability:

- Early protection to prevent generalization and expropriation of GI mark.
- Ensuring sustainability of GI systems and framework.
- Provide basis or the required protection at a later date and consider early strategies to reinforce legal rights (i.e. “Product of Matrouh” label)
- Local stakeholders involved on the GI systems need to become familiar with the policy tools that are available to them.



Registration of the geographical names

Assets:

- Ministry of Trade and Industry/existing “Department of Trade Registration”
- Existing legal framework : Law of the protection of intellectual property rights no. 82 Book 12 (3rd June 2002).



Registration of the geographical names

Challenges

- Names are protected against false and deceptive use and not against any misuse.
- Trademark Law : Obligation to use the name.
- Plans and intentions to develop the legal framework.
- Not member of [African Regional Intellectual Property Organization \(ARIPO\)](#): regional registration of GIs.
- No Ex officio protection.
- Role of National counterfeiting Agencies.



Typical Products (GI) Market in Egypt

- No official GI trade marks or channels till now.
- Egypt has products already linked to some territories which consumers recognize them by the territory only by place of origin (territory) and having a GI will be an added value:
 - Siwa date.
 - Oasis Olive and date.
 - Matrouh Olive, Olive oil and figs, Barki Sheep, Mosa Fish,
 - Dumyati Cheese.
 - Others.



THANK YOU

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