

## China approves 2495 geographical indications till October

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China has approved 2,495 geographical indications (GI) products and seen the registration of 7,013 GI trademarks as of the end of October, according to China's National Intellectual Property Administration.

GI sign is used to show the specific geographical origin of a product and identify its qualities or reputation due to that origin. It is an important type of intellectual property right and a quality guarantee.

China has rolled out a variety of measures for GI use and fostered GI protection since 2018.

In 2021, the total output value of Chinese enterprises using GIs exceeded 703 billion yuan (\$98.3 billion), Zhang Zhicheng, an official with the administration, told.

The international cooperation in foreign GI protection, including the China-European Union (EU) agreement on protecting GIs, which took effect last year, has enabled consumers from both sides to buy authentic specialities, such as wine, tea and agricultural products, from one another without fear of receiving substandard or counterfeit items.

As a result of the deal, the total number of EU GIs receiving protection in China has grown to 134 while Chinese GIs that are protected in the EU has reached 110.