

Country Report on Plant Variety Protection by Japan

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MAFF

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JAPA

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1. Update on Intellectual Property Policies of MAFF



8 strategic directions

- ❑ Measures for outflow of technologies & brand management
- ❑ Outreach to foreign market through use of intellectual property
- ❑ Strategic utilization of international standard
- ❑ **Utilization of tradition and local brand**
- ❑ Utilization of ICT in the field of agriculture, forestry and fisheries
- ❑ **Strengthen competitiveness of the Seed Industry**
- ❑ Intellectual property management in research and development
- ❑ **Awareness raising and human resource development**

Utilization of tradition and local brand

- Gain trust on **Geographical Indication (GI)** Protection system by ensuring timely and transparent examination and preventing unfair use
- Promotion of export by utilization of the GI mark

Enhancement of competitiveness of the seed industry

- Develop/strengthen plant variety protection in Asia through **the East Asia Plant Variety Protection Forum**
- Tackle emerging issues including difficulty to access plant genetic resources, intensification of competition

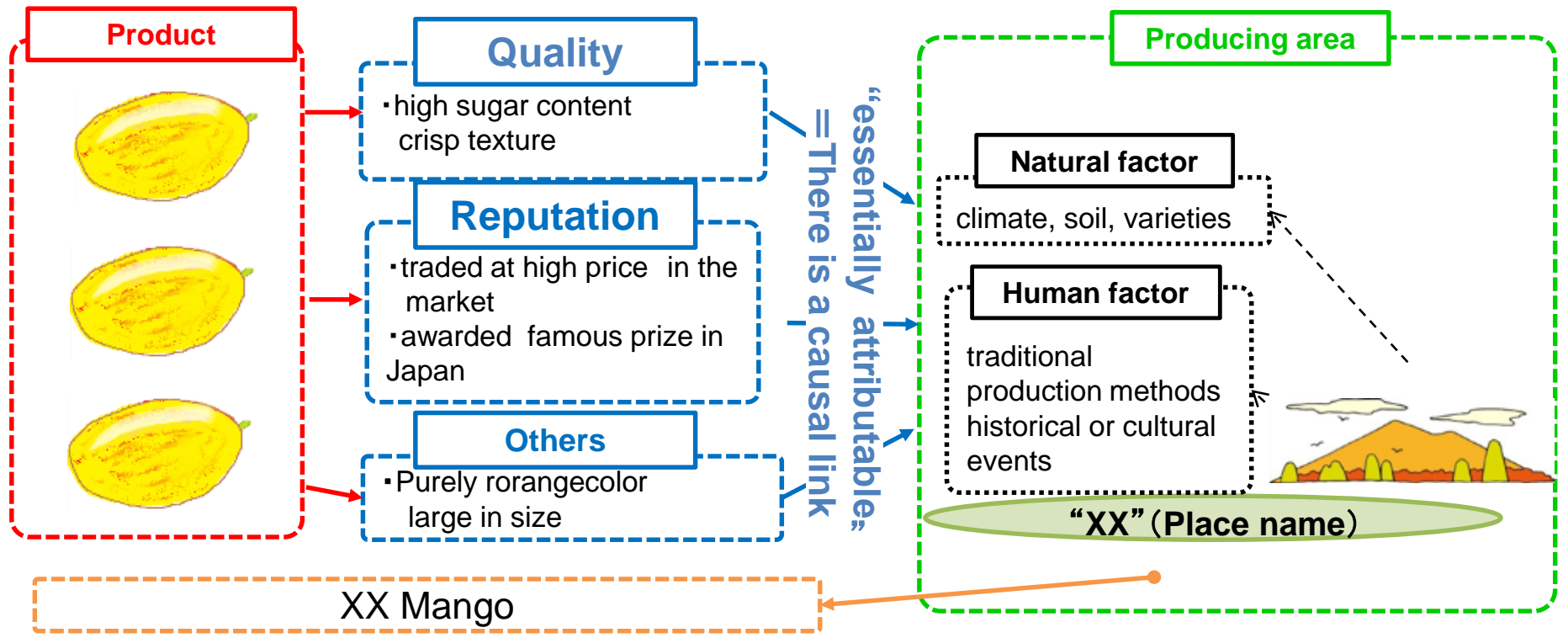
Awareness raising and human resource development

- Awareness raising on importance of intellectual property for farmers
- Development of human resources who understand and utilize intellectual property, and who can explain to consumers

1-1. What is Geographical Indication (GI)?

○ GI Protection System is a scheme that the government protect geographical indications as intellectual property, which are the name of agricultural, forestry and fishery products and foodstuffs whose tradition and characteristic are essentially attributable to their geographical origins.

■ Image of GI : example of XX Mango (hypothetical product)



Geographical Indication

1-1. Geographical Indication (GI) Protection System in the World

- GI Protection system is widely recognized in the world and over 100 countries introduce the GI protection system.

Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement)

WTO Agreement : Appendix 1C to the Marrakesh Agreement Establishing the World Trade Organization (Convention No. 15 of 1994)

- Definition in the TRIPS Agreement (Article 22-1)
Geographical indications are, for the purposes of this Agreement, indications which identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation, or other characteristic of the good is essentially attributable to its geographical origin.

Introduction Status of the GI protection System in Other Countries

- More than 100 countries where independent protection is given to GI.

Asia	Middle East	European Union	Europe (excluding EU)	Central and South America	Africa
11 countries	7 countries	28 countries	17 countries	24 countries	24 countries

*Surveyed by the International Trade Center, an institution jointly established by the WTO and the UN Conference on Trade and Development (UNCTAD), in 2009

Symbol of the GI protection System in the EU

(<http://eumag.jp/issues/c1013/>)



PDO (Protected Designation of Origin): Covering agricultural products, foods, and beverages that are produced, processed, and manufactured in accordance with the traditional know-how in a specific geographical area.



PGI (Protected Geographical Indication): Covering agricultural products, foods and beverages that have a close relationship with a specific geographical area. At least one stage of production, processing, or manufacturing must be carried out in the area.

1-1.What Japan's New GI System Expects to Achieve

[Benefits of introducing the GI protection system]

○ Differentiation as a regional brand product which is **reflected in the pricing**

※ Only products that abide by specific quality standards can receive GI status, which **guarantees the quality** of regional-branded products

○ Since the **injunction against illicit use is made by the government**, which **enables producers to protect their own brands without legal expenses**

○ **Only products which abide by quality standards are introduced to the market**

※ GI mark helps **differentiate the products**



○ **Overseas expansion** of truly Japanese local produce

※ By attaching GI mark on to GI registered products, **truly Japanese local produce will be evident**, and **differentiated in the destination country of export**

Regional brand protection and utilization leading to revitalization of rural vilages

Inheritance of traditional food culture

Spur export of agricultural, forestry and fishery products and foodstuffs

Introducing the GI protection system

1-2.Strengthen competitiveness of Seed Industry

- Promoting international harmonization of examination of test guidelines and implementing tests over 1000 annually.
- Reinforcement of measure against violation by utilizing PVP G-men and support for development of discriminatory technology
- Vigorous promotion of EAPVPF
- Construction of a system to resolve common challenges such as the difficulty of conservation of plant genetic resources and the intensification of international competition

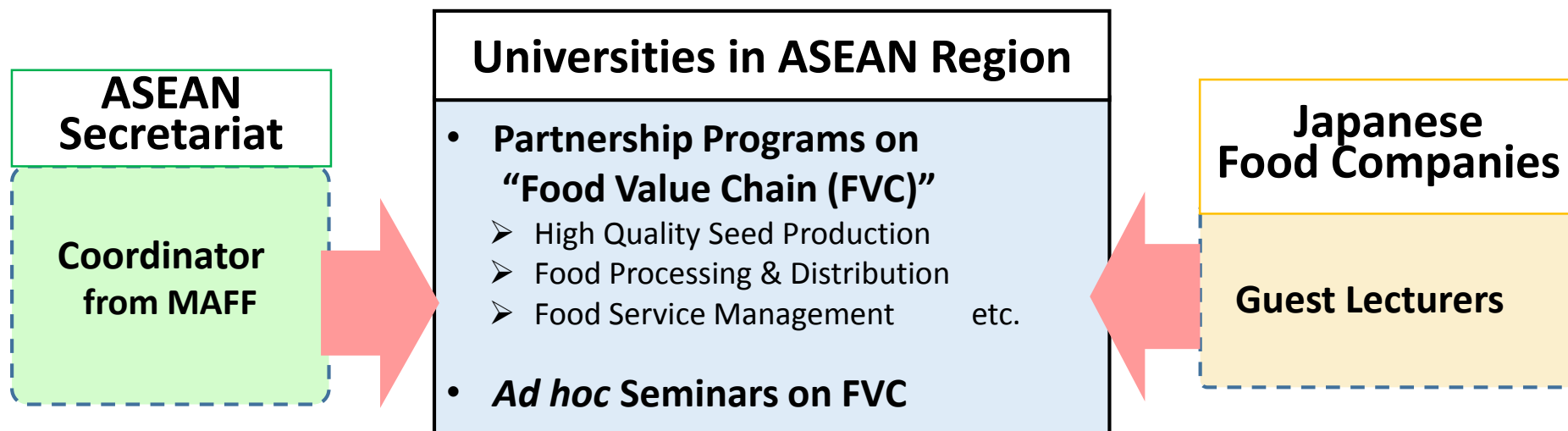


7th East Asia Plant variety Protection Forum Meeting (8/7/2015 in Laos)

8th East Asia Plant Variety Protection Forum Meeting

1-3. Human Resource Development in Food-related Areas Through Partnership with ASEAN Universities

- Establish partnership programs on food-related areas at major ASEAN universities by contribution from MAFF to ASEAN Secretariat
- Introduce Japanese practice in formulating “Food Value Chain” by experts from Japanese food-related companies

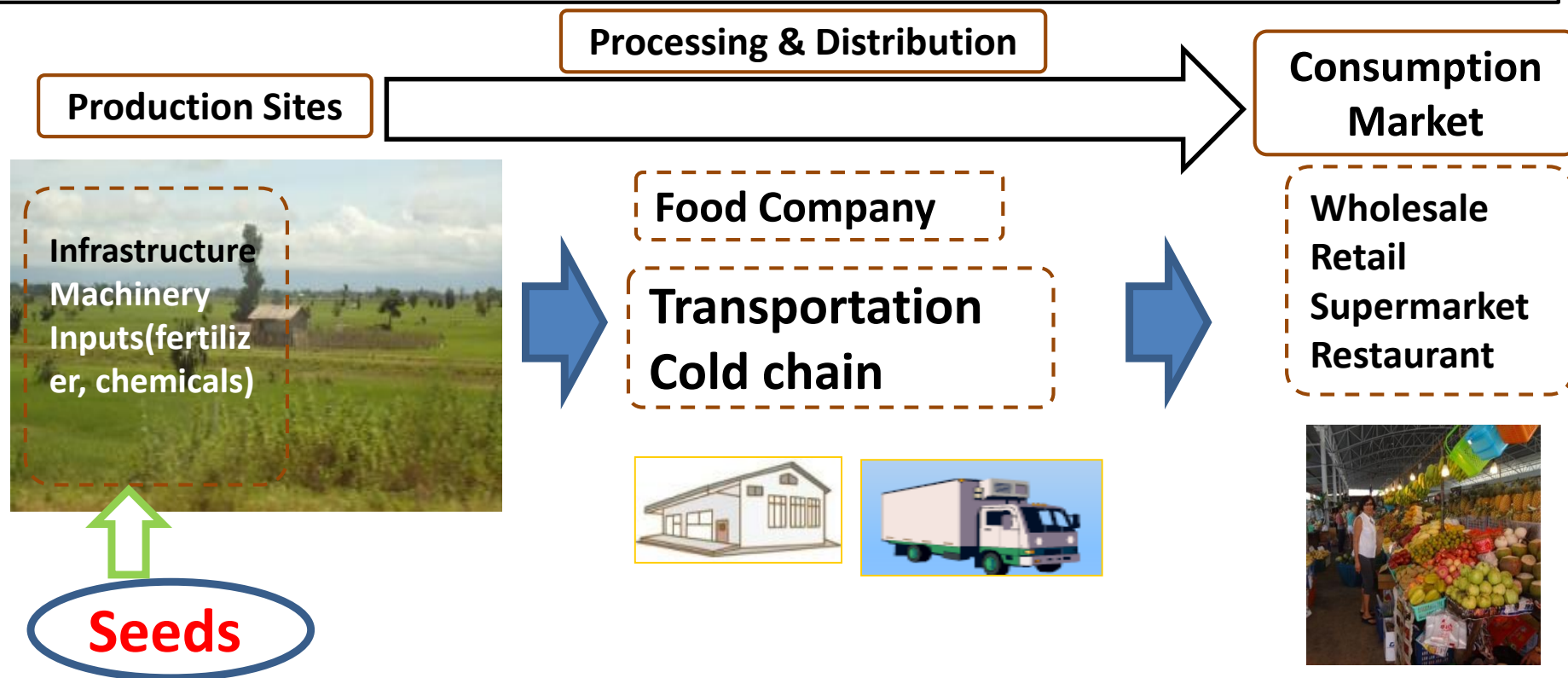


Expected outcomes

- **Human resource development** with practical knowledge/skills
- Strengthen linkage along food value chain and **reduce food losses**
- **Enhance food security** and **alleviate poverty** in rural area in ASEAN region

Importance of Seeds in the Food Value Chain

Seeds are at the upstream of the Food Value Chain. High quality seeds of productive varieties are key to prevent loss at production sites. Equally important is effective connection along the value chain.



2. Cooperation activities and statistics



Group training jointly operated with JICA

“Quality Control System of Seeds and Seedlings to Facilitate Distribution of High Quality Seeds” (2013-2015)

3-month-courses ; lectures and practical training

Jun 14 – Sep 12, 2015

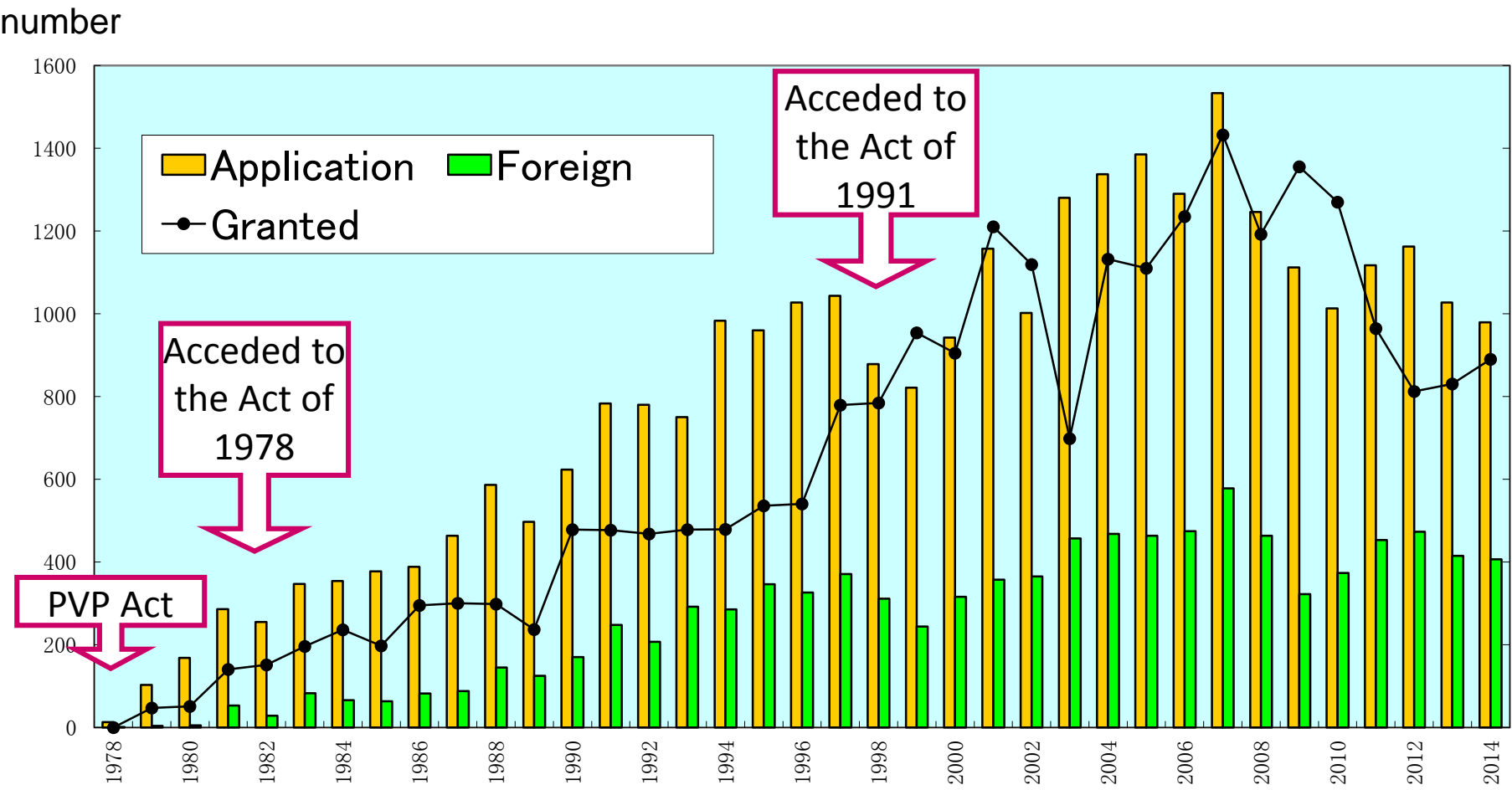
- ✓ Inception report on national situation
- ✓ Lecture by UPOV, MAFF, NCSS
- ✓ Visit to seed company
- ✓ Practice– seed testing, DUS growing test
- ✓ Develop test guideline
- ✓ Action plan report



Target countries

Indonesia, Malaysia, Cambodia, Viet Nam, Lao PDR, Myanmar,
Sri Lanka, Burkina Faso

① Applications and Granted Plant Breeder's Right (PBRs)

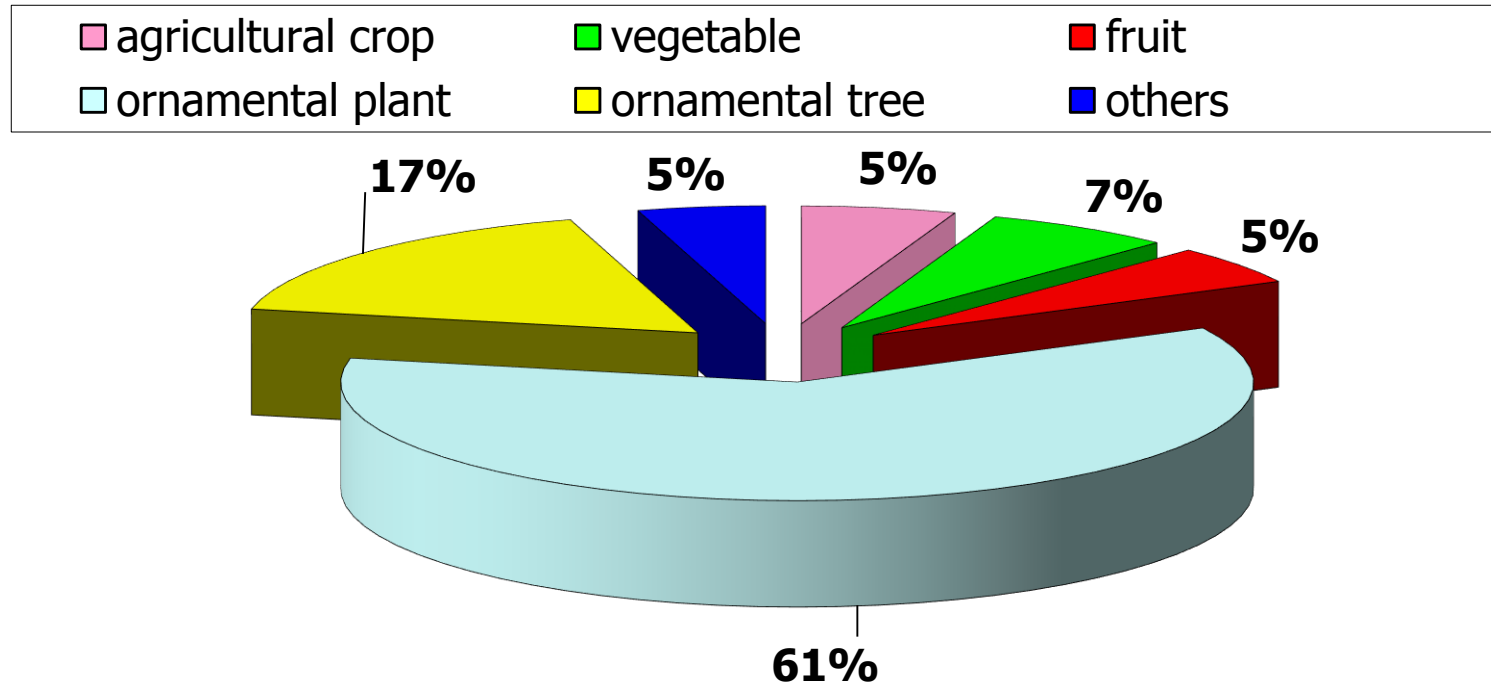


(2014FY) Application (Total) : 979 (100%)

// (from abroad) : 406 (41%)

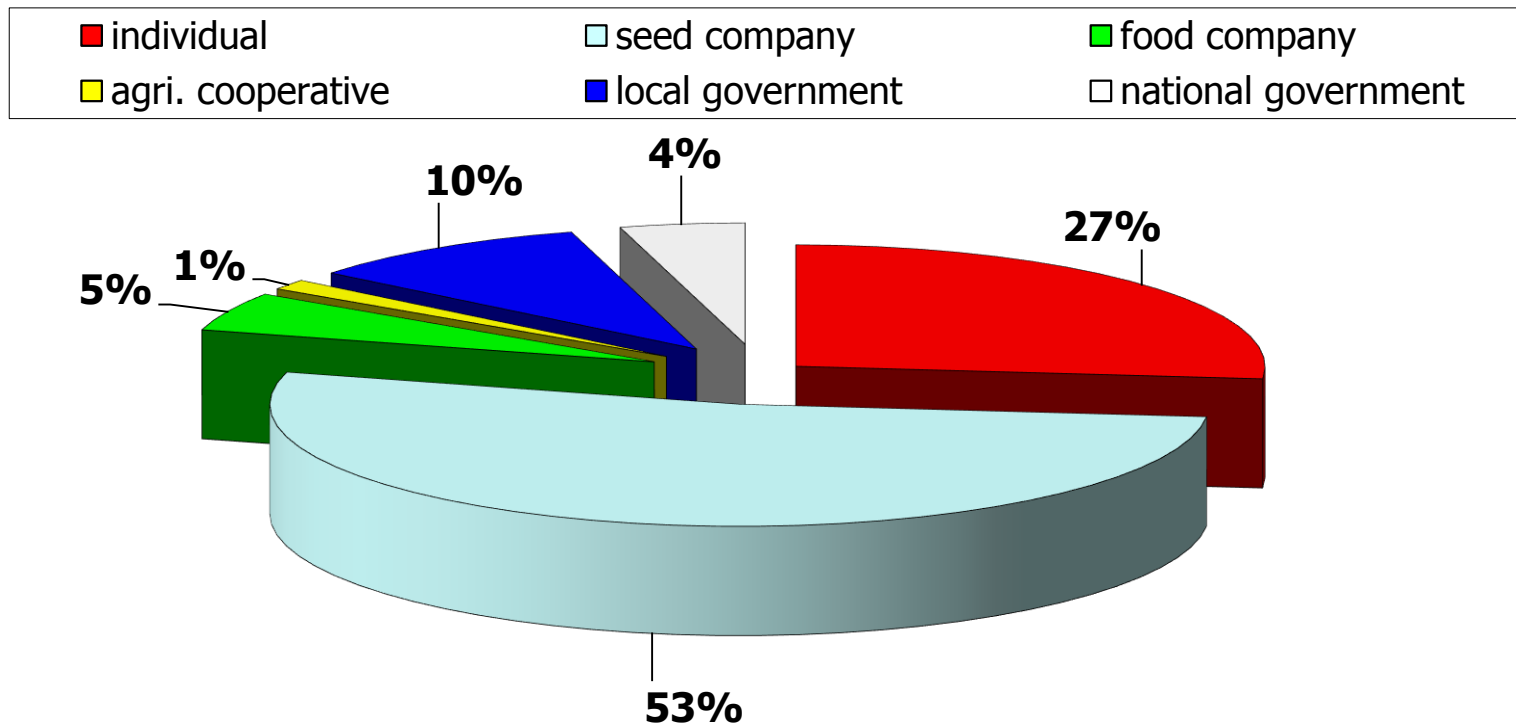
② Granted PBRs by Crop

Total Number: 24,275 (~Mar. 31, 2015)



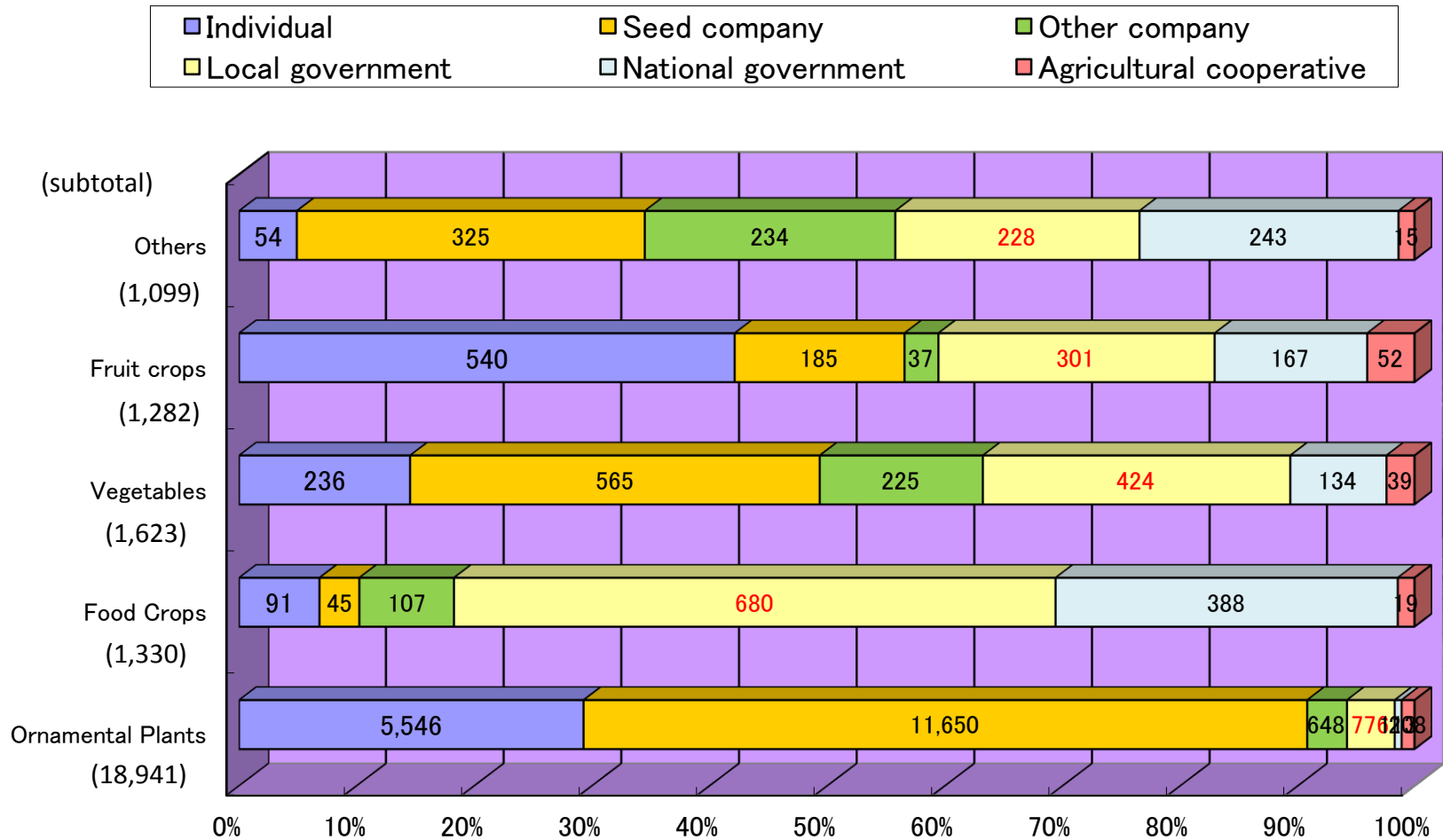
③ Granted PBRs by Type of Breeder

Total Number: 24,275 (~Mar. 31, 2015)



④ Granted PBRs by Crop and Type of Breeder

(~March 31, 2015)



Thank you for your attention!

고맬웠습니다 !