



CEARTE

Centro de Formação
Profissional para o
Artesanato e Património

**COLLOQUE INDICATIONS GÉOGRAPHIQUES ET PRODUITS
INDUSTRIELS ET ARTISANAUX : VERS L'UNIFORMISATION ?**

Perpignan

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Craft GI's regulation in Portugal, is subject to

national rules within the scope of industrial property, the **Industrial Property Code**;

conventional international law such as the Lisbon Agreement on Appellations of Origin and Geographical Indications or the Geneva Act of the Lisbon Agreement ;

and, more recently

Regulation (EU) 2023/2411 of the European Parliament and of the Council, October 18, 2023.





1989

Bordado da Madeira

first registered craft geographical indication

2010 e 2011

Lenços de Namorados do Minho | Renda de Bilros de Vila do Conde

Bordado de Viana do Castelo | Bordado de Guimarães

Bordado Terra de Sousa | Figurado de Barcelos | Olaria de Barcelos

Olaria Negra de Bisalhães | Barro Negro de Vilar de Nantes.

BORDADO^{da}
MADEIRA[®]
madeira embroidery

Qualification and Certification System for Traditional Craft Products

Decree Law 121/2015, June 30

What is certificated

Craft productions with geographic reference and cultural and heritage importance.

Why?

Certify and guarantee the authenticity of certified craft productions

Promote and differentiate traditional craft productions

Guarantee of authenticity of products covered by GI and consumer's reliable information



Qualification and Certification System for Traditional Craft Products

IEFP, I. P.

organizing & managing the system

register and supervision of the certification mark “certified traditional crafts”

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Technical support and expertise

Advisory Board

analysis and issuance of a binding opinion about registration requests

INPI

Registration of the GI after the approval



Qualification and Certification System for Traditional Craft Products

Beneficiaries

Artisans certified under the artisan and craft production unit statute

Proponents/Promoters

Organizations of producers, artisans associations; Local authorities (ex Municipalities); Public or private, non-profit legal entities (training, support, study, and promotion of crafts)

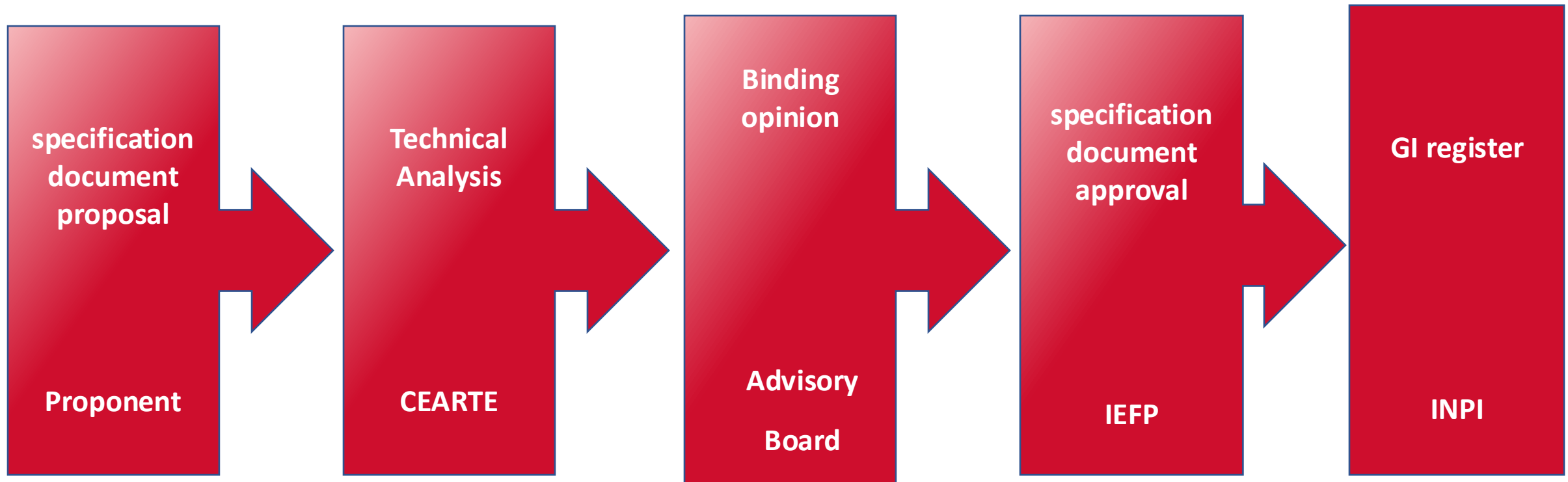
Control and supervision of the use of the CM/GI

Certification bodies within the scope of their specific competencies

ASAE (Authority for Food and Economic Security) within the scope of its general competencies



Qualification and Certification System for Traditional Craft Products





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You can see in more detail: <https://www.cearte.pt/gpaos/index.html>



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WHAT WE LEARNED FROM THE SNCPT IS IMPORTANT TO

Well-defined and accessible system

Decision-making competent authority – well-informed about the craft sector and accessorized by experts (craft, heritage ...)

Proponents - producers/artisans but open to public and non-profit entities engaged with crafts and the territory

Specification document/single document -, containing well-founded information about the historical link to the territory, product description, production methods, materials...

Concise definition of the geographical area

External control - Certification bodies





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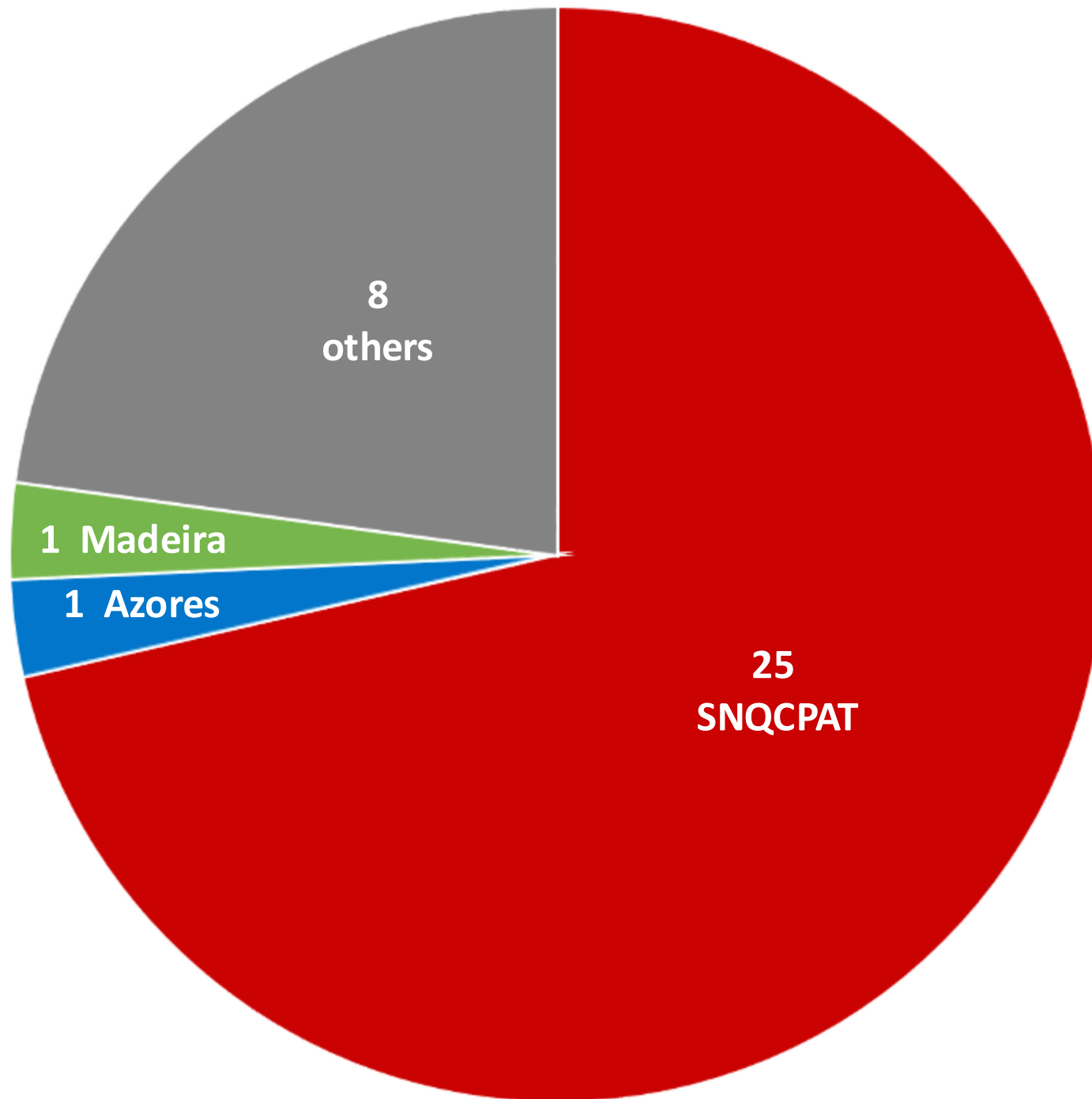
Craft GI registered

2 Craft GIs from the autonomous regions of Madeira and Azores

8 Craft GIs are not certifying products as no certification process was implemented

6 new proposals under analysis

50 craft productions potential GI



27 Craft GI

certification process implemented

âmbito Nacional



Madeira





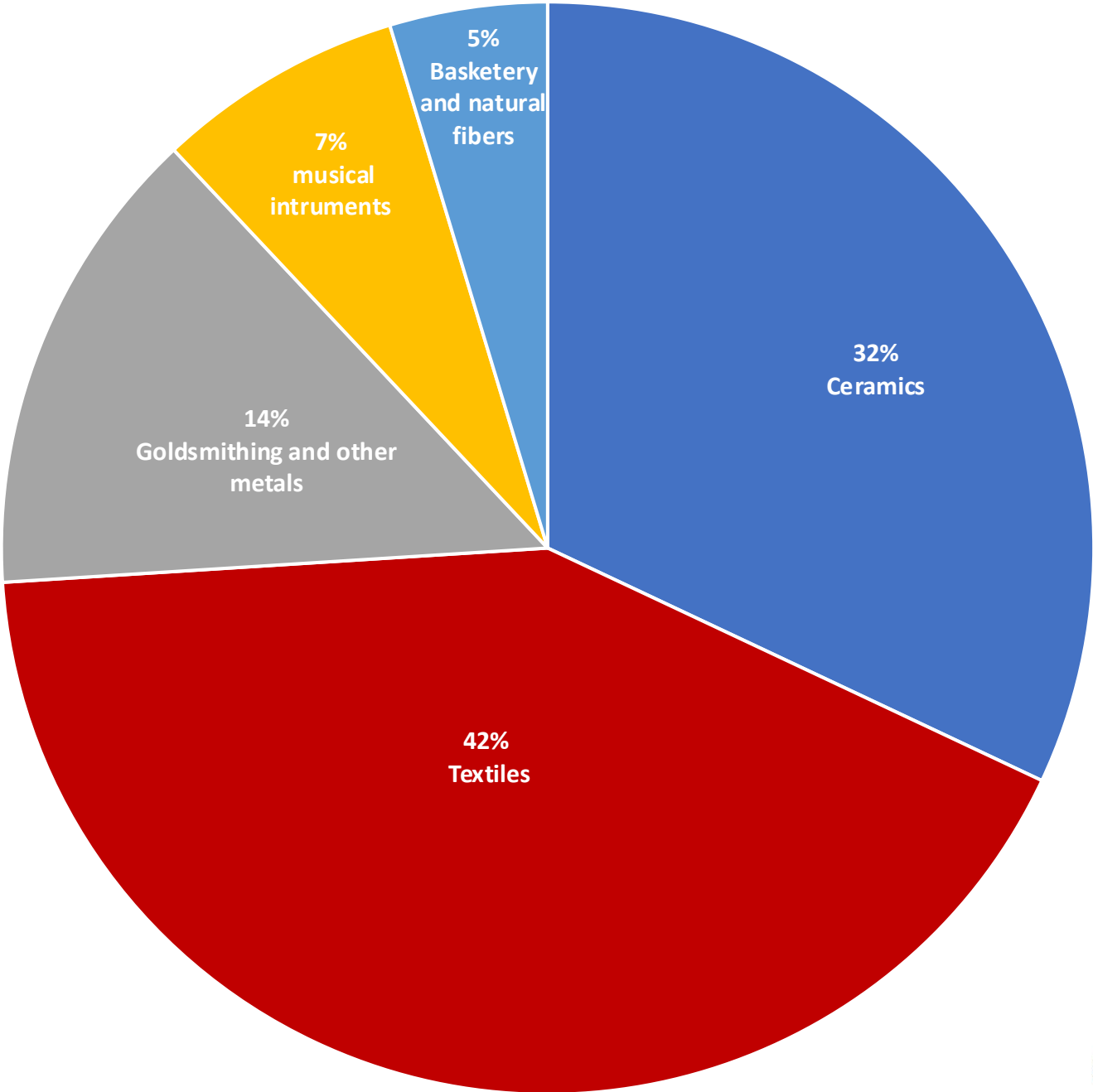
by craft

150
Artisan enterprises

Most enterprises have only 1 artisan but in specific Crafts, a large number of artisans can be involved

Bordado da Madeira, in 2023,
7 enterprises were involved, and 860
embroiderers (full or part-time)

Other examples
Filigranee and Musical instruments





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Advantages of Craft GI protection

PRODUCERS

Protection at national and EU against counterfeiting and other illegal uses

Incentive to invest

Greater perception of the quality of the product by the market

Positioning as “excellence product”/ “ premium product

Increase in the retail price

New professionals/ new artisans

CONSUMERS

Greater confidence

Visibility of GI products in the market





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Advantages of Craft GI protection

REGIONS

local economic development

safeguarding of cultural heritage

protection of skills and craft expertise

transmission to the next generation

new businesses opportunities

Empower local craft businesses and SMEs

Local, national, and international recognition

Tourism





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European CI GI system Reglamento (UE) 2023/2411

What do we expect from this great opportunity?

a comprehensive and approachable system

strongly connected with the Craft sector

funds and political willingness to support the system

protection against counterfeiting at the international level

new export markets

**a common space with shared tools to protect our European
diversity**





Merci

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