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## European Union- Joint Rural Development Programme (EU-JRDP) Promotes Geographic Indication in Marsa Matrouh

EU-JRDP is investing € 1.2 M in the Egyptian Governorate of Matrouh (2016-2019) to promote Geographic Indication (GI) products, mainly from the sectors of agriculture (e.g. figs, olives, watermelon) and livestock (e.g. Barki sheep and goats).

### What is Geographic Indication (GI)?

"Geographical Indication is a distinctive sign used to identify a product as originating in the territory of a particular country, region or locality where its quality, reputation or other characteristic is linked to its geographical origin. The protection of geographical indications matters economically and culturally".

*Source: European Commission, Geographic Indications, 2014*

"Geographic Indication highlights specific qualities of a product that are due to local traditions in the product's place of origin. This also includes specific manufacturing skills and traditions. That is the case, for instance for handicrafts, which are generally handmade using local natural resources and usually embedded in the traditions of local communities.

*Source: World Intellectual Property Organization, Geographic Indications Introduction, 2004*

### EU-JRDP approach in enhancing GIs aims at:

- Identifying products that are deeply rooted in tradition, culture and territory with high potential of GI designation;
- Protecting (Intellectual Property Right) of local products in order to create value added to the benefit of local communities;
- Promoting local products, to seize existing market opportunities.

### Recommended steps for developing GIs in Marsa Matrouh as proposed by local stakeholders:

- To brand the local products with a special logo (e.g. Matrouh, Siwa, Barrani);
- To establish cooperatives/ associations/ consortium to ensure engagement of stakeholders in promoting GI products;
- To enforce the law for a proper application of a quality assurance system;
- To improve infrastructures and increase equipment availability to produce higher quality of local products.



During the multi-stakeholder workshop on "Good Agricultural Practices on Geographic Indications" organized by EU-JRDP in November, 2015, the 100 participants, who ranged from international speakers, local associations and local community members, identified the following local products to be protected in Marsa Matrouh ("collective marks"):

- Teen Sultani (Figs) e.g. from Marsa Matrouh, (Photo 1).
- Zaitun Shemlaly (Olives for oils) e.g. from Marsa Matrouh.
- Enab Eswed (Black table grapes) e.g. from Barrani.
- Bateekh Sahrawy (Desert Watermelon) e.g. from Marsa Matrouh.
- Zaatar (thymus), Nenaa Jabali (peppermint) e.g. from Marsa Matrouh, Siwa.
- Hanzal (bitter apple) e.g. from Marsa Matrouh.
- Barki sheep and goat e.g. from Marsa Matrouh (Photo 2).
- Samak Waqar (white grouper fish) e.g. from Marsa Matrouh.
- Samak Barbone (striped red mullet) e.g. from Marsa Matrouh.
- Esfeng Gharb (Sponge) e.g. from west Matrouh.
- Hawaia, Heml (wool handmade carpets) e.g. from Marsa Matrouh (Photo 3 and 4).
- Kharaz (Beads accessories wool handmade) e.g. from Marsa Matrouh.



Photo 1: Figs from Marsa Matrouh, known to have high nutritional value and unique quality and reputation.

Photo 2: Barki sheep, well adapted to dry-land conditions, known for its tasty meat and high quality wool products.



Photo 3: Wool handmade portrait representing local typical landscape.

Photo 4: Handmade wool carpets manufactured by Beduins using floor loom, embedded in tradition 1,000 years old.

