

# Steps for fig GIs registration in Matrouh:

IF



Your farm falls within the geographical area as above



You produce grapes with organic farming system without any chemicals



Your grapes only irrigated by rain



You pack your fruit in appropriate containers



Your grapes are high quality and sound specifications



You would like a nice and simple logo to market your grapes

Then

Get your grapes registred to improve your marketing opportunities by:

Joining MADAD will provide the registred olive oil logo of GIs of Matrouh.



## USEFUL CONTACTS:

- Trademark and GIs unit - Ministry of Supply and Internal Trade (MoS): Makram Ebaid st. Al Manteqah as Sadesah, Nasr City, Cairo Governorate. Tel: [0222715041](tel:0222715041)
- Agriculture Directorate in Matrouh: Moderiet Elzerzaa street, Marsa Matrouh, Matrouh Governorate. Tel: [046 4934688](tel:0464934688)
- MADAD: Agriculture Directorate in Matrouh, Moderiet Elzerzaa street, Marsa Matrouh, Matrouh Governorate Tel: [046 4934688](tel:0464934688)



Italian Development Cooperation  
Ministry of Foreign Affairs and International Cooperation



# GEOGRAPHICAL INDICATION MATROUH

# GET YOUR BARRANI GRAPES REGISTERED!



# INTRODUCTION TO GEOGRAPHICAL INDICATION (GIs):

- GIs is a distinctive mark used to identify a product as it arises in a territory so that the reputation of this product and its characteristics are linked to the geographical origin of it. (Source: European Union, 2014). The geographical indication helps to improve the marketing opportunities of the product, protect it from fraud and protect the rights of producers.
- GIs can play a fundamental role in either increasing or maintaining rural employment and local revenues. In addition, GIs may help to preserve and protect tradition knowledge and cultural expressions (Source: EU GIs Guides: Part 9 Worksheet 6)
- Farmers should be registered in producers' associations, consortium or cooperative: The farmer registers himself in a producers' association or consortium, or other kind of agricultural association in Matrouh whom do the registration process of the product as a geographical indication (MADAD is currently playing this role in Matrouh).

## LEGAL FRAMEWORK IN EGYPT:

- Geographical Indications is one of the branches of intellectual property in accordance with the Law on the Protection of Intellectual Property Rights No. (82) of 2002 from Article 104 to Article 118 of the Second Book - Part I.
- Product control: For agriculture products, Agriculture Directorate at local level controls all in full cooperation with local associations or consortiums

## WORKFLOW:

1		Apply for GIs Registration to MADAD
2		Administration Review of the shape of the logo - Logo will be provided by MADAD and then checked by GIs unit - MoSIT
3		Submit to the National Committee (NC) for Recognition of Geographical Indications, Application for registration and attached with all documents and brochure conditions, To approve or deny recognition of the geographical Indication - MADAD to submit request for GIs registration to NC on your behalf with supporting documents verified and approved by Agr Directorate in Matrouh
4		In case the committee accepts the granting of the products as a geographical indication, the center administration shall provide the registration authority with a comprehensive technical report approving the granting of recognition - If MADAD GIs request is approved by NC - GIs unit will provide technical report approving granting of recognition
5		A 60- day proposal is published in the Official Gazette of Geographical Indications
6		The proposal objection period is 60 days
7		The objection shall be decided by the National Committee, In the event of acceptance of the objection of refuse to grant the Index is considered as if it was not with a reasoned decision
8		In case of objection rejected, the Geographical Indication shall be granted
9		Registration Certificate issued

\*(Source: Egyptian Ministry of Supply and Internal Trade)

## PRODUCT SPECIFICATIONS:

- Barrani Grapes, as fresh fruit, where it is the most prevalent category in the Northwest coast, is characterized by its high nutritional value and good qualities resulting from its impact on the surrounding environment which distinguishes it from all other grapes varieties, it opens up with good marketing opportunities internally and externally. Fruit turns black when matured at harvest with seeds inside. Fruit average size is 17 mm and bunches weigh from 400 to 800 gm. Sugar content is minimum of 17 Brix. Fruit quality is linked with environmental conditions in Sidi Barrani including temperature and humidity as well as soil type and rain-fed system under chemical free cultivation.

## GEOGRAPHICAL AREA

- The production area should be within the geographical area of grapes production in Sidi Barrani as per the map below.



\*For more information contact the Egyptian Ministry of Agriculture and Land Reclamation