
Zhang Mao Delivered a Keynote Speech at the World Conference on Geographical Indications, Emphasizing the Promotion of Geographical Indications to Boost the Construction of the "the Belt and Road"

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Abstract:On June 29th, with the approval of the State Council, the World Geographical Indication Conference jointly organized by the State Administration for Industry and Commerce and the World Intellectual Property Organization was grandly opened at the Yangzhou Convention Center. Premier Li Keqiang sent a congratulatory letter, State Councilor Wang Yong and Director General of the World Intellectual Property Organization Gao Rui attended the opening ceremony and delivered speeches. Director of the State Administration for Industry and Commerce Zhang Mao delivered a keynote speech at the opening ceremony.

Keywords: World Congress on Geographical Indications; Geographical indication work; the Belt and Road

On behalf of the State Administration for Industry and Commerce, Zhang Mao warmly welcomes all the guests attending the conference and sincerely thanks the World Intellectual Property Organization for its concern and support for the development of China's trademark and brand industry. He stressed that the State Administration for Industry and Commerce would take the opportunity of the World Conference on Geographical Indications to solidly promote the work of geographical indications, strengthen international cooperation and exchanges, and boost the construction of the "the Belt and Road".

He pointed out that in recent years, the State Administration for Industry and Commerce has vigorously promoted the reform of the commercial system in accordance with the reform requirements of the State Council's "streamlining administration, delegating powers, combining administration, and optimizing services", fully stimulating the vitality and creativity of the market. With the rapid growth of market entities, China's trademark and brand industry has developed rapidly. The reform of trademark registration facilitation has achieved significant results. Since the beginning of this year, the daily average number of new trademark applications has reached 11600. As of the end of May 2017, the total number of effective registered trademarks in China has reached 13.2224 million, with an average of 7 market entities owning 1 registered trademark. The protection of trademark exclusive rights continues to increase, promoting innovation in trademark supervision methods, strengthening trademark credit supervision, creating a good environment for trademark brand competition, and effectively promoting economic and social innovation and development.

He introduced that the State Administration for Industry and Commerce has continuously increased its protection efforts for geographical indications and agricultural product trademarks, and has achieved significant results in promoting the use of geographical indications and agricultural product trademarks for targeted poverty alleviation, increasing farmers' income and agricultural efficiency, and supporting green development in poverty-stricken areas. As of May 2017, the number of geographical indication trademark registrations reached 3615, an increase of 11 times from 2007 (301). According to statistics, more than half of geographical indications have become pillar industries of the regional economy, and the comprehensive contribution and impact of geographical indication trademarks on local employment, resident income growth, and

economic development exceed 30%.

Zhang Mao stressed that the unique geographical advantages and historical culture of geographical indications will play an important role in the construction of the "the Belt and Road" and promote trade exchanges, cultural exchanges and economic development of countries around the world. The State Administration for Industry and Commerce will thoroughly implement Premier Li Keqiang's important instructions and the spirit of State Councilor Wang Yong's important speech, solidly promote the work of geographical indications, strengthen international cooperation and exchanges, and boost the construction of the "the Belt and Road". One is to strengthen the registration of geographical indication trademarks, further smooth the "green channel" for geographical indication trademark registration, and increase the crackdown on malicious registration of geographical indication trademarks; Secondly, strengthen guidance on the use of geographical indication trademarks, fully leverage the leading role of geographical indication regional brands, and promote regional economic development; Thirdly, we will strengthen the protection of geographical indication trademarks, crack down severely on infringement and counterfeiting of geographical indication trademarks, and strengthen the collaborative protection of well-known geographical indication trademarks; The fourth is to strengthen the promotion of geographical indication trademarks, enhance the awareness of geographical indications in all sectors of society, strengthen research on geographical indication culture, and promote geographical indication culture to become a new highlight of international exchanges.

Representatives from nearly 60 countries and regions, as well as international organizations such as the United States, the European Union, South Korea, India, and South Africa, as well as relevant leaders from the Supreme People's Court, the Ministry of Public Security, the Ministry of Agriculture, the Ministry of Commerce, the General Administration of Customs, the General Administration of Quality Supervision, Inspection and Quarantine, the State Administration for Food and Drug Administration, the Beijing Higher People's Court, and the Jiangsu Provincial Government, as well as representatives from various provinces, autonomous regions, municipalities, and some county and city governments, as geographical indication enterprises or associations, attended the conference.

The World Geographical Indication Conference is an important conference of the World Intellectual Property Organization, held every two years, aimed at promoting exchanges among countries on geographical indication issues, promoting solutions to geographical indication issues at the national and international levels, deepening countries' understanding of the role of geographical indications and their importance in promoting economic and trade development, and improving the level of using geographical indications to promote economic development. This conference is the second time in China, ten years after the first World Geographical Indication Conference was held in 2007.

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