



## PRESS-RELEASE

### Geographical Indications – selection of 4 potential GI products in Tajikistan, Uzbekistan, Kazakhstan, and Kyrgyzstan for piloting

With the aim to promote regional agricultural products of Central Asia, improve the recognizability and image of the region, and contribute to rural development, **four national online workshops for the selection of potential GI (Geographical Indications) products in Tajikistan, Uzbekistan, Kazakhstan, and Kyrgyzstan for piloting** were conducted in July 2021. The piloting, to be implemented in the next 18 months until the end of the project, includes the elaboration of GI specification & documentation for GI registration for the four selected products as show-cases, based on which capacitated stakeholders can replicate for other regional products.

The online workshops are part of the Capacity Building Module on Geographical Indications (GI) ([https://www.wipo.int/geo\\_indications/en](https://www.wipo.int/geo_indications/en)). The objective of this project module is to enhance the environment for the development of GIs in Central Asia countries by building the capacity of BIOs and local producers in the region, equipping them with skills to select products with GI potential, to prepare necessary procedures and documentation for national GI registration and to provide additional knowledge on the value chain management and the control system. It raises awareness of the GIs among value chains stakeholders. In the frame of the module comprehensive webinars on intellectual property rights at the national and international level, the correlation between quality, properties, product features and territory and collective GI management and promotion have already been provided in 2020. Between May 2020 and May 2021, project partners and associated stakeholders identified GIs in the four countries, selected the most promising ones and carried out feasibility studies for 12 of them (3 per country).

At the **four national online workshops** the GI experts, Angele Postolle and Pascal Bernandoni, from the project partner organization REDD France presented the results of the 12 feasibility studies and the comprehensive assessment of the products by strictly applying the GI evaluation methodology. Based on the experts' recommendations, **four products (one per country) for piloting were selected** with a mutual consent of the participants. The four products are Dried Apricot Ashtak (Tajikistan), Almaty Aport Apple (Kazakhstan), At-Bashi White Honey (Kyrgyzstan), and Khoesm melon (Uzbekistan). The products were selected to be piloted as showcases and demonstration products.

These workshops were organized by the "CANDY V" consortium led by the Austrian internationally active organization Hilfswerk International, with the expert input by REDD France (project partner) in the framework of the project "Regional integration and capacity building to boost Agribusiness MSMEs competitiveness and trade Promotion in Central Asia – CANDY V", funded by the European Union program "Central Asia - Invest V" and the Austrian Development Cooperation.

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A project implemented



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This project is funded  
by the European Union

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The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 60 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders. To this end the EU is active in Tajikistan since 1992 and provides approximately EUR 35 million annually in development assistance.

With funding from  
 Austrian  
Development  
Cooperation

The project is funded also by the Austrian Development Cooperation. The Austrian Development Cooperation supports countries in Africa, Asia, Southeastern and Eastern Europe in their sustainable development. The Federal Ministry for European and International Affairs plans the strategies. The Austrian Development Agency (ADA), the operational unit of Austrian Development Cooperation, implements programs and projects together with public institutions, civil society organizations as well as enterprises.



The International non-governmental organization Hilfswerk International implements in equal partnership with regional & international organizations in the Central Asia its fifth project as part of the “Central Asia – Invest” program of the European Union. This series of projects, which have been implemented for the last eleven years by a team of nine regional and international organizations, aims at Central Asia’s integration into the global economy by developing the fruit and vegetable processing sector and increasing the competitiveness and export capacity of SMEs.

### **PARTNER ORGANIZATIONS:**



**ASSOCIATION OF FRUIT AND VEGETABLE ENTERPRISES IN KYRGYZSTAN (AFVE)** was established in June 2003 and currently unites most fruit and vegetable enterprises in the country, developing the fruit and vegetable processing sector and enterprises by creating a favorable business environment and developing the market for processed products. The “Association of fruit and vegetable enterprises” is a non-governmental, non-profit organization uniting legal entities engaged in the production and processing of agricultural produce, based on free will and common interests.



**MARKAZI IDORAKUNII SIFAT (MIS)** – Public Consulting Organization is professional union of specialists, working in the field of introduction of advanced quality control systems, and implementing the activity, aimed at the enhancement of management methods, and as a result, the quality of the services provided. Since 2012 work for contribution in the sustainable economic development of Tajikistan through strengthening organization and institutional potential of the domestic producers via implementation of training programs and provision consulting services.



**UNION OF PROFESSIONAL CONSULTANTS OF TAJIKISTAN (UPCT)** is a non-profit organization uniting professional consultants in order to increase the efficiency and effectiveness of consulting services, increase the level of professional development of consultants and provide high-quality services to government bodies, public associations, business and society as a whole. UPCT was established in 2010. The organization has experience in matters related to: developing economic development reforms by using and implementing international best practices; legal analysis of documents, preparation of legal opinions, development of recommendations and development of regulatory legal acts in many areas of the economy; monitoring legislation and tracking changes in the regulatory framework of the Republic of Tajikistan; facilitating the work of working groups to improve the legislation of the Republic of Tajikistan in the field of business environment, investment climate and private sector development, as well as simplifying trade procedures and lobbying of private sector interests.



The Association of Legal Entities “**KAZAKHSTAN ASSOCIATION OF SUGAR, FOOD AND PROCESSING INDUSTRIES**” (**KASFPI**) is a non-profit organization established in 2012 that unites the leading producers of white sugar in Kazakhstan, as well as producers and processors of fruits and vegetables. The purpose of the Association is to support and promote the development of enterprises in the food and processing industries of the Republic of Kazakhstan, participation in law-making activities and strengthening business ties with foreign partners.



**REDD France** - Founded in January 2016, REDD is a French based company and subsidiary of REDD SA based in Switzerland. REDD accompanies value chain stakeholders and policy makers in adopting innovative strategies that meet consumers new expectations and concerns. REDD SAS also raises awareness and disseminate information on stakes related to food systems among consumers, citizen, adults and children.

REDD SAS experts’ knowledge and skills gathered from our involvement in technical assistance and research projects feed directly into our training modules and vice-versa, creating a dynamic transfer circuit.

REDD has been active in many regions, worldwide including South-east Asia, the Balkans and the Caucasus.



**AUSTRIAN AGRICULTURAL CLUSTER (AAC)** – *The AAC was founded in 1999 and represents the most innovative Austrian suppliers of agricultural and food processing technologies as well as animal breeding organizations. The export-cluster is supported by the Austrian Federal Ministry of Agriculture, Regions and Tourism and the Austrian Federal Chamber of Commerce. The AAC stands for SUSTAINABLE AGRIBUSINESS solutions. The services range from consulting, conceptual planning and project development until the modernization of existing and delivery of new turn-key projects.*



**QUALITY AUSTRIA** - *Quality Austria is the leading Austrian contact for the Integrated Management System, based on quality, environmental and OH&S (occupational health and safety) management, and the topic of business quality. With our holistic approach, we perceive „quality “as an integrated concept. As an internationally operating organization we accompany our clients in approximately 30 countries. For us certification is a way of supporting companies in achieving their objectives and in fulfilling diverse requirements. Our main focuses are system and product certification, training, and personal certification, organizing the Austrian Excellence Award as well as business events. Quality Austria has the most extensive scope of accreditation in the field of management systems in Austria. We are accredited by the Federal Ministry for Digital and Economic Affairs (BMDW) in the areas of management systems according to ISO/IEC 17021-1, certification of persons according to ISO/IEC 17024 and certification of products according to ISO/IEC 17065. Our auditors, trainers, assessors, and technical experts have extensive practical experience, and expertise from industry and standards knowledge.*